

JUNE • 1958

Starchroom Laundry Journal

First in the Laundry Industry Since 1893

LAST CHANCE—Starchroom's \$10,000 Contest Closes July 15!



Service-type shopping centers are considered fertile ground for Pilgrim Laundry's decentralization program in Houston, Texas. The firm operates nine plants at present. See story page 12.

IN THIS ISSUE . . .

- How To Keep Growing Is Theme of Linen Supply Convention**
- Rug Cleaning Sideline Helps Main Services at Little Falls**
- Llewellyn's Has Its Reasons for Adding Coin Operations**



DON'T LET HIM PICK ON YOUR SHIRT!

The man of the house is the most severe critic of the average laundry or cleaner. And you've got to please him at what is probably his grumpiest moment. Even if he buys the finest quality shirt, he won't stay happy if your starch-work doesn't meet his standards. It will if you use H.I.S.*¹, the wheat-quality Huron Instant Starch that requires no cooking, or Velvet Rainbow², the standard of excellence in wheat starch. No matter what your specific requirements, one or the other of these two fine starches will meet them to a "T".

New H.I.S. is easy to use; just add starch during the last rinse, sour, or bluing operation, then iron

shirts as usual. Compare the quality of H.I.S. or Velvet Rainbow starch-work with other starches; notice the even, "just right" finish they impart and see how economical they are to use. Order a trial drum and judge for yourself. Complete directions for use packed in every drum.

*Hercules Trademark

BOTH SUPERIOR QUALITY



HURON INSTANT STARCH...the first instant developed for the professional laundry and dry cleaner.



VELVET RAINBOW STARCH...guaranteed 50% velvet wheat—famous for quality for over 35 years.

HURON MILLING DIVISION
Virginia Cellulose Department



HERCULES POWDER COMPANY

INCORPORATED

Wilmington 99, Delaware
Available from leading distributors
from coast to coast.

for perfect layback collars

✓ SHIRTS THAT LOOK LIKE NEW
... NOT "LAUNDERED"

✓ TRUE COLLAR COMFORT

✓ NATURAL
NECK-SHAPED
COLLARS

✓ NO BREAKOVERS

✓ NO DISTORTION

✓ COLLAR POINTS LIE
FLAT — NOT CURLED

✓ NEW POWER FOR
ADDED SELLING

✓ COLLARS THAT PACK
FLAT WITHOUT CRUSHING

✓ MORE SHIRTS PER BOX,
PER SHELF, PER TRUCK

✓ MORE SHIRTS IN A GRIP
OR DRESSER DRAWER



YOU NEED
BOTH

**Bishop TRIANGULAR
LAYBACK™
Buttoner Post**

PAT. APPLIED FOR

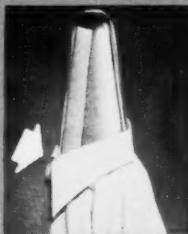
**Bishop LAYBACK™
Collar-Former**

The Non-Crush, Flat-Pak
Spring-Back Method

QUALITY & PRODUCTION ADVANTAGES OF LAYBACK BUTTONER POST:



Reduces Breakovers
of Collars at Front
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Pre-shapes Collars
to Avoid Distortion



Provides the Proper
Shoulder Fold Line



Collar Goes on Mold
Easier and Faster



BISHOP "LAYBACK"
COLLAR-FORMING
CHANGE-A-BLOCK UNIT
Mounts on base of a shirt-folding table's existing collar mold (after removing standup parts). Consists of 4 Layback Collar-Forming Blocks — each equipped with 75-watt heaters, regulated by thermostat furnished—and terminal block for the electrical connections. For all makes & models of shirt-fold tables.
MODEL B51-57 \$145



 **BISHOP DAVID FREEMAN CO.** MFRS., EVANSTON, ILLINOIS, U.S.A.



A. L. CHRISTENSEN
Former Manager, Production and
Engineering Department
American Institute of Laundering

A. L. Christensen and Associates
Laundry Management Consultants
Joliet, Ill.



These
Industry Leaders
Will Judge The
\$10,000
Parade of Progress Contest

We're proud to announce this panel of industry leaders—the judges in our \$10,000 PARADE OF PROGRESS CONTEST.

Topflight association executives and laundry officials — veterans with years of success and accomplishment to their credit—the panel is a Who's Who in today's laundry field.

With their rich experience and variety of professional interests, they're well qualified to select the contest winners. All types of laundry plants are eligible to write and submit entries, and the judges are a panel of experts representing those types: the family laundries . . . the linen and diaper supply laundries . . . the institutional laundries.

WORKING ON YOUR ENTRY?

We urge you to plan, write and submit it as soon as you can. Only a few weeks remain between now and the closing date (all entries must be postmarked no later than midnight, July 15!).

To get started:

- Check Page 51 in this issue of the JOURNAL. It gives you the contest rules and your entry blank.
- Then recheck Page 38 in the May issue. It gives you specific tips for writing an entry that can carry extra weight with the judges.

Remember:

You can win as much as \$3,000!
The Certificates of Honor Can Be Used With Great Effect in Your
Local Promotions! The Recognition Is Nationwide!



HAROLD C. BUCKLEW
Executive Secretary
New Jersey Laundry & Cleaning Institute
Newark, N. J.

President
Professional Laundry Foundation, Inc.



VICTOR DALGOUTTE
President
American Institute of Laundering

President
Briarcliff Laundry, Inc.
Briarcliff Manor, N. Y.



HEYWOOD M. WILEY
Chairman, Educational Bureau
National Association of Institutional
Laundry Managers

Laundry Manager
Girard College, Pa.

LAWRENCE C. KLINE
President
Linen Supply Association of America

President
William Penn Laundry, Inc.
Kline's Coat, Apron and Towel Service
Harrisburg, Pa.

In the judging, shortly after July 15, they'll find the entries on both increased sales and improved production . . . from plants in the United States . . . in Canada . . . and even from places overseas. And in their study of the entries, they'll find that plants with a record of sales and production improvement are eager to share the facts on "how they did it" with other plants everywhere.

Our great appreciation goes to these leaders. In serving as judges, they will be contributing their authoritative opinion and counsel to a project that stands for greater and greater progress in the laundry industry.

STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, N. Y.
OREGON 9-4000

ABC/ABP

What Makes Laundry Business Grow?

A current bulletin of John H. Carruthers, accountants and laundry consultants, says

- the number of profitable laundry plants rose from 78% in 1956 to 83% in 1957
- profit before depreciation ran higher in 1957 than it has since 1950

And a current bulletin of the American Institute of Laundering says

- for the third successive year, A.I.L. members report increases to establish record sales.

Estimated sales in 1957: \$794,900,000—a gain of 1.86% over the previous year.

For the further progress of every laundry in the industry . . .

Showing Specifically How These Gains were made, by the Alert, Progressive, Hard-Working Laundries That Made Them—That's the Purpose of the JOURNAL's \$10,000 Contest

READER'S GUIDE

VOL. 65, NO. 6 JUNE 1958



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Seen or Heard

A Texas laundry experiencing high tensile-strength loss couldn't find the source of difficulty until management checked its supply costs and found a 50 percent increase in bleach usage during the same period. . . . Down in Venezuela they don't bother to post caution signs for traffic going through school zones. They just build humps across the road and let nature take its course. . . . The American Institute of Laundering's Membership Roster lists Fort Lauderdale as one of the cities in Florida. (Wonder what John Monahan had to do with that?) . . . The difference between an average ball player and an All-Star is that the latter gets just one more hit for every 10 times at bat. . . . An unusual English press designed for coat pressing has a two-sided rotating buck which carries the work around so the operator doesn't have to reposition the garment once it's put on the buck. . . . Route operators using aluminum truck bodies find the use of decals more practical for lettering than costly hand painting. . . . A new ink which carries a deodorizer good for five weeks is now available for printing use inside transparent diaper bags. . . . Problems are opportunities rightly considered. . . . A laundry in the Midwest operates a truck rental service serving itself and others. . . . The sixth week is the most critical one in customers deciding to continue or drop diaper service. . . . Two East Coast laundries are working cooperatively against each other with an interplant route sales contest. . . . In Ohio it's illegal to wash linens belonging to another linen supplier. . . . A laundry in Texas put in a clothing store and restaurant as sidelines at the front of the plant. . . . In selling new ideas 60 percent acceptance comes after the fifth call.

—Henry Mozdzer

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$15 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8½ x 11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
STARCHROOM LAUNDRY JOURNAL
305 East 45th Street, New York 17, N. Y.



GIBRALTAR'S KNITTED-TOP PEERLESS

*the modern, proven, versatile
nylon net for all laundries*

EASY, FAST PINNING — Smooth, sturdy construction of Safety-Lock top permits the pin to whizz through, safely and easily. The distinctive top helps the operator pin correctly and in the right place!

LONG LASTING — Heavy Duty Knitted Top is sewn to 2 ply x 2 ply woven Heavyweight Body. All seams are double-sewn, lock stitched. Heavy denier Nylon yarn withstands abrasive and chemical abuse.

PRE-SHRUNK — These nets are pre-shrunk to retain their capacity even after prolonged washing.

LOW COST COLOR SYSTEMS — The Knitted Top Peerless is available either with colored tops sewn to a white body, or with colored tops and bodies. Colors: Red, Blue, Green, Gold, Violet, Brown, Black or plain White. Colors are guaranteed fast and need no rewashing. These color systems are inexpensive, dependable, effective.

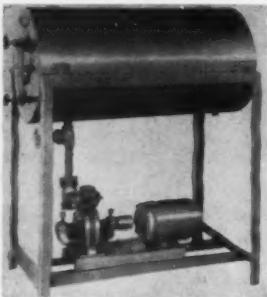
Try a sample order today...see for yourself

Available from leading
distributors everywhere

GIBRALTAR FABRICS, INC.
254-36TH STREET • BROOKLYN 32, N. Y.

NEW PRODUCTS and LITERATURE

Water Return System



Fulton Boiler Works, Inc., has introduced a new Fulton Feed Water Return System with a replaceable tank.

Features of the new unit include a heavy-gauge, corrosion-resistant steel tank which is oversized for maximum efficiency, an all-welded holding frame and an easily removable tank. Everything is said to be easy of access, including shut-off valve, pump, drain and motor.

The Fulton Return Systems are completely assembled. This includes the tank, the bronze-fitted turbine pump with base, coupling, motor, strainer, float valve, shut-off valve, gauge fixtures, drain and overflow opening. The systems are usually supplied for boiler sizes 2 to 30 hp. but the company will supply larger return systems for boilers up to 500 hp., on request.

For additional information write to Fulton Boiler Works, Inc., P. O. Box 122, Pulaski, N. Y.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

New Monorail Line

Vern G. Ellen Company is now offering laundries the Twin City Monorail line with ductile iron as one of its construction features. Ductile iron, it is claimed, is several times stronger than gray iron, has great shock strength and can be bent and twisted without breaking. The hangers, trolley yokes, load bars and suspension fittings are all of ductile iron. The rail itself is a twin-section track of specially rolled high-carbon steel.

The Twin City Monorail line is interchangeable with other monorails for additions or expansion. The line is available in trussed and/or girded rail and with a complete selection of tongue, glide and rotary switches, crosstracks and turn-

tables. Electrification can be obtained in bare or shielded types.

Complete information may be obtained by writing Vern G. Ellen Company, Inc., 2123 Broadway St. N. E., Minneapolis, Minn.

New Water Heaters



A new line of commercial water heaters designed for hot-water-supply installations in laundries, institutions, etc., was recently announced by Federal Boiler Co.

The hot-water heaters, Series FTHW and FMHW, are offered in horizontal firebox type and Scotch marine. According to the manufacturer, using multi-pass copper coils these new heaters provide continuous hot water regardless of demands.

The enlarged water-content design provides a larger reservoir of B.t.u. which insures a fixed water temperature delivery, says its manufacturer.

Both of the series can be piped for two or three different water temperatures to be delivered simultaneously to meet varying installation requirements. The new water heaters are offered in a full range of sizes, jacketed or unjacketed.

For further information write to Federal Boiler Co., Midland Park, N. J.

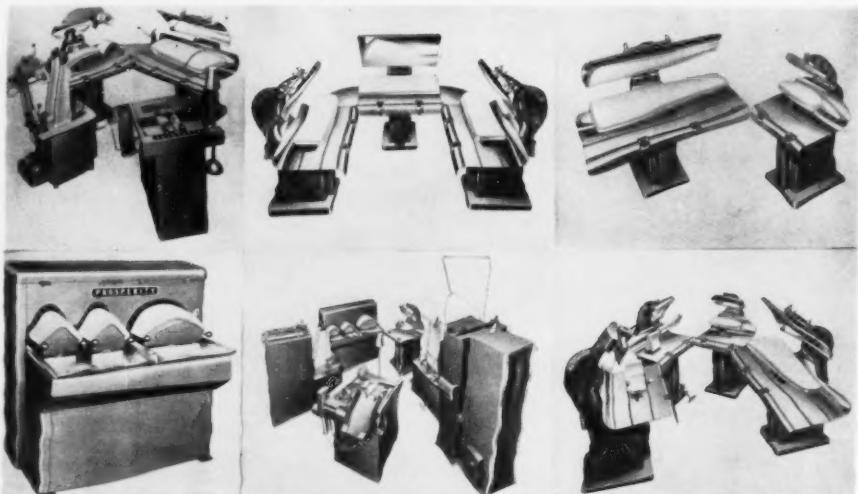
Stock Copy Shirt Bands

The Phoenix Products Company has announced a new line of De Luxe and Budget Stock Copy Shirt Bands. The De Luxe line contains 17 new designs, sizes 1½, 2, 3 and 4 inches. The Budget consists of 15 new designs, sizes 1½, 2 and 3 inches, each featuring a different service.

The bands are printed by the flexographic process in red and blue, and red and black. The new line can be ordered with the customer's individual copy at no extra cost in 100,000 lots or varied stock copy can be provided in a collated series.

For further information write to the Phoenix Products Company, 4715 N. 27th St., Milwaukee 9, Wis.

Prosperity Introduces New Line of Laundry and Drycleaning Equipment



The Prosperity Company has announced the introduction of its new and improved line of laundry and drycleaning equipment designed to speed up production and improve quality.

According to the company, the new features and advantages will afford the plantowner greater profits per investment dollar.

The new units include:

A one-operator electrically heated shirt finishing unit with Power Circle pressure (top left in illustration) which is said to give high production rate in minimum space.

A one-operator electrically heated apparel unit with Power Circle pressure (top center) designed for rapid finishing of

a wide variety of apparel items.

A one-operator wash pants unit (top right) designed to give a high rate of production per hour.

A cabinet collar-and-cuff finishing machine, Model 3840-CCP (bottom left), designed to give better and easier finishing in less time. The new cabinet tool turns out starch or soft

THE EXCITING LAUNDRY NEWS OF 1958 IS THE

SPIROLL DIRECT-FEED-SPREADER*

Eliminates an entire process . . . cuts operating costs
... speeds flatwork ironing 30%



Operators feed unshaken flatwork onto Spiroll Direct-Feed-Spreader which becomes an integral part of the flatwork ironer—not a separate space-consuming accessory.

Consider these Money - Saving ADVANTAGES!

1. 800 sheets or more per hour . . . and no hand shake out.
2. No time-taking classification . . . new spreader handles all sizes of flatwork.
3. No extra floor space needed . . . spreader fits snugly between ironer gear housings.
4. No extra power, operates directly from ironer.
5. Additional safety for any make ironer.
6. Extends life of sheets.
7. Installed on your ironer in 25 minutes.
8. Pays for itself out of savings in less than a year.
9. Unconditionally guaranteed for 3 full years.



Write for prices and literature NOW! State
make of ironer, width, and number of rolls.

*Patent applied for.

D.F.S. LAUNDRY MACHINE COMPANY
2464 RALEIGH DRIVE YORK PENNSYLVANIA

shirts without any heat adjustment delay and dries shirts quickly, Prosperity states.

A two-girl cabinet shirt finishing unit (bottom center) with a new combination collar-and-cuff-finisher (Model 3840-CCP), has been set up to increase production at least 10 shirts per hour.

A one-operator Appar-All finishing unit (bottom right) designed to finish all shapes and sizes in the wearing apparel bundle. It's a special combination of buck shapes which facilitates the finishing of all types of apparel.

Also included in the line are the new model 12-C, 55-pound synthetic solvent cleaning unit with separate recovery, designed to produce upwards of 220 pounds per hour on single bath; and the Model 845-EZD three-in-one all-purpose drycleaners press, a combination legger, topper and utility machine.

New Shelf-Type Vendors



A new shelf-type vendor has been designed for coin-operated automatic laundries by Abso-Clean Chemical Company.

Features of the Smooth-O-Matic Vendor include an automatic indicator showing the number of packages in the vendor, each package silk-screened for the product dispensed. The

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

machine is entirely gear-operated and the coin is rejected when the vendor is empty.

The company has designed five colorful packages to dispense each of the products that will go into these vendors—laundry detergent, bleach, blueing, work clothes-soap and fabric softener.

For literature and additional information write to Abso-Clean Chemical Company, 6017 E. McNichols Rd., Detroit 12, Mich.

New Cowles Packaging



Cowles Chemical Company's low-foaming, nonionic synthetic detergents, Sted and Stedette, will now be shipped in redesigned packages, C. C. Bassett, director of sales, has announced. Sted and Stedette were recently purchased from Monsanto Chemical Company.

The new multiwall paper-bag package is white and maroon for Sted and white, black and gold for Stedette. Sted will be packed as before, 100 pounds net per bag, and Stedette 50 pounds net per bag. Mr. Bassett explains that Stedette is the same as Sted except that it has a less dense and more fluffy physical form.

For further information write to Cowles Chemical Company, 7016 Euclid Ave., Cleveland 3, Ohio.

Solvent Recovery Unit



A new solvent recovery unit with a capacity of 70 pounds or more has just been introduced by the Vic Manufacturing Co.

Vic Model 78 is built so that

it will pass through a standard 36-inch door and take little floor space. Like the other Vic solvent recovery units, this newest machine features the Nolint coil which cuts down lint accumulation. An even distribution of air into heating and cooling chambers makes for more efficient solvent recovery.

The new unit joins Vic Model 34 with 40-pound capacity and Model 64 with 50-pound capacity.

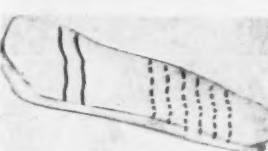
For complete details write to the Vic Manufacturing Co., 1313 Hawthorne Ave., Minneapolis, Minn.

plete oscillating discharge in a few seconds. The basket is of shell-less design. The diameter of the drum is 60 inches. The basket also has a new revolving type plexiglass door mounted on a hydraulically controlled arm which eliminates the need for latches and glides.

All components of the Smith-Granham Washer are built in, permitting it to be set flush against walls. The unit comes complete with drive and pump motors.

For further information write to the T. L. Smith Company, 2835 N. 32nd St., Milwaukee 1, Wis., or Lufkin, Tex.

Yardstick Press Pad



Manitowoc Cotton Goods Manufacturing Company has announced that its Contour Foam Rubber Press Pad is now available with "yardstick" measurements indicated in the pad.

According to the manufacturer, with the new pad pressers can automatically measure the length of each trouser leg while making their lays, permitting them to turn out trousers with uniformly even back seams. The new feature is said to correct slight but unavoidable shrinkage and give uniform finishing to all types of pants and skirts.

For further details write to Manitowoc Cotton Goods Manufacturing Company, 909 York St., Manitowoc, Wis.

New Forward-van



The newest addition to the DeKalb Commercial Body Corporation's frequent-stop line is the recently introduced Forward-van.

Forward-van models are available in 8-, 10- and 12-foot lengths, for all popular makes of the forward control chassis.

The driver's compartment, with a new instrument panel, package shelf area and motor

Continued on page 76

Here's why the

HUEBSCH



37"

STEAM-HEATED LAUNDRY
TUMBLER
IS YOUR
BEST BUY!

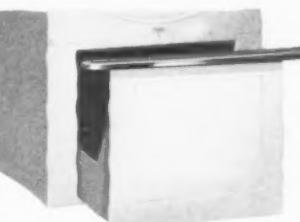


Huebsch "37" uses combination belt and chain drive because it's quieter and more dependable than ordinary gear-reducer drives.

Adjust the damper to hot (or any intermediate) position, and set the timer. When the load is dried, signal indicates that load is now running in cool air, ready to be removed.



Greatest dryer improvement in years! New, self-cleaning lint screen deposits lint into drawer automatically, no scraping, (Patent applied for).



The new lint drawer has extra-large capacity. It is easy to clean and requires only occasional emptying.

Famous for good looks and dependability, the Huebsch "37" has added exclusive new features which make it an even better buy for your money! Available in three sizes... 37"x18", 37"x24", 37"x30". Choice of any color at no extra cost. Find out why the Huebsch "37" Steam-Heated Tumbler is America's big favorite. Get the complete story from your Huebsch distributor... or write to

HUEBSCH ORIGINATORS
WORLD'S LARGEST MANUFACTURER OF COMMERCIAL TUMBLER-DRYERS

3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN

Starchroom Editorial

Only one month to go

If you intend to enter STARCHROOM LAUNDRY JOURNAL'S \$10,000 Parade of Progress Contest but haven't got around to putting your ideas down on paper now is the time to act.

It doesn't seem possible but the closing date of the Contest—July 15—is actually less than a month away.

This will be the last chance we'll have to urge our readers to join the Parade of Progress by telling us the very best thing they've done to increase sales or improve production since January 1, 1957.

The top prize in each category—production and sales—is \$3,000, which can buy quite a bit of happiness like a new car, a vacation cruise. Or something practical like a panel truck or half a dozen tumblers.

Of course, money isn't everything. And we hope that by passing along their ideas our readers will also feel they are contributing something constructive for the good of the industry.

We want to thank all those who have sent in their entries to date and hope that many others will match their efforts.

Suggestions and ideas as to what to write and how to write it were carried in last month's STARCHROOM. See "How To Be a Winner" beginning on page 38 of the May issue. If there are some other questions that need answering, contact us immediately.

Our panel of judges is comprised of five topnotch leaders in the laundry industry. Announcement of their names is made in this issue. We are honored to have them and appreciate their cooperation in our Contest.

We would remind our readers again that the Contest is open not only to family laundries but to institutional, linen supply, industrial and diaper plants, as well. Size of the operation doesn't matter; it's your ideas that count. So join the parade of progressive plants. Get your entry in now. And good luck.

More Service: There has been an awful lot of talk about recession and depression these days. (You'd have to be dead to miss it.) Some feel things will get worse before they get better. And others believe we've hit bottom already and are on the way up.

We've seen figures and charts proving this and that and run into just as many plantowners who say, "tis so" as "it isn't." About the only thing that has come out of all this is a lot of talk and very little action.

It seems to us that somewhere along the line the American public has become confused. They forget that trends don't make peo-

ple. But that it's the people who make the trends.

A chart that shows sales dropping indicates what has been done. Not what can be done. If it drops it means we should be making greater efforts to bring it up.

How can we do this? The great tendency is to think about bringing prices down. The only trouble is some people will be inclined to feel that they were too high to begin with and decide to wait until they come down still lower.

What seems to us to be a more practical solution is to put more value into the present product by giving better quality and/or more service.

Edward B. Wintersteen, Executive Manager

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Lou Bellew, West Coast Editor

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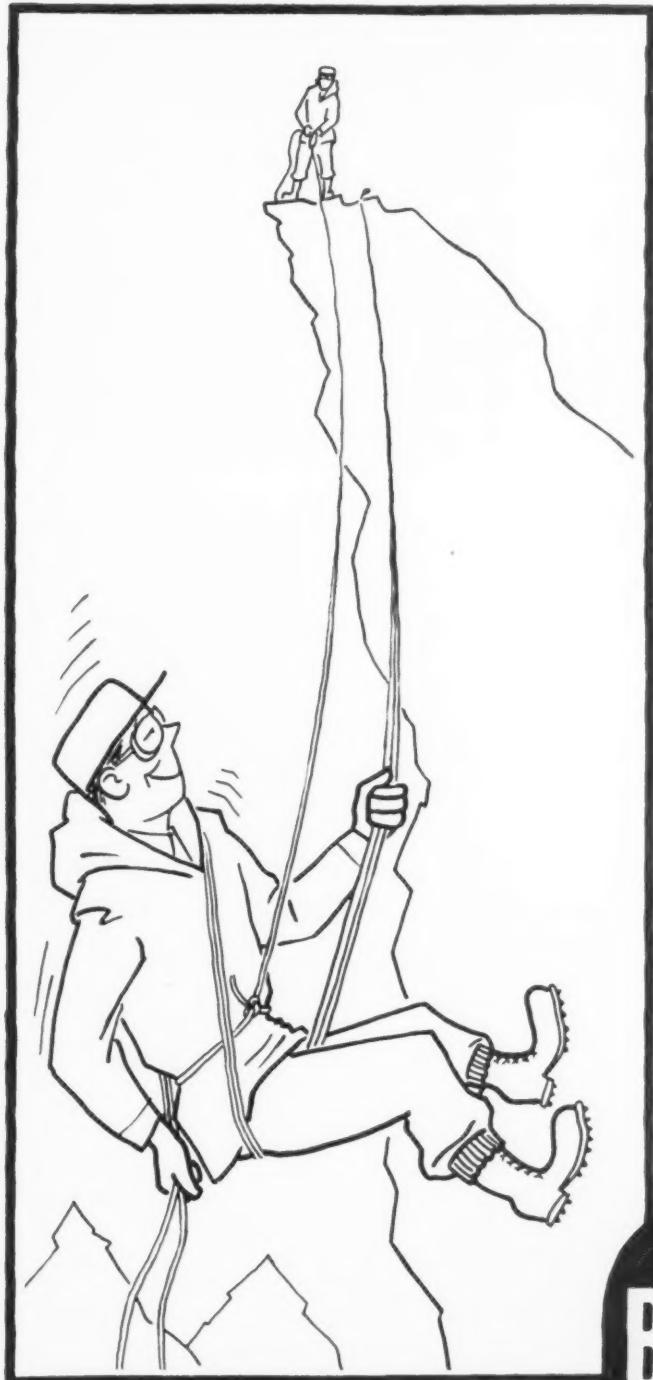
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West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: Clinton 2-3723, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-0111.

West Coast Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, California. Telephone, EX-2-3723, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-0111.

It Takes a Matched Team to Get Best Results!



**That's why you get
CLEANER CLOTHES
GREATER PRODUCTION
LOWER WASHING COSTS
every time with**

MTD

(MATCHED TEAM DETERGENCY)

Remarkable is the only way to describe MTD's crossfire cleaning action! By using two specially matched cleaning agents—Bilt and Orvus Hytemp—clean, white bundles are turned out *every time . . . and at lower cost*. Here's why:

Crossfire cleaning action combines the advantages of two basic types of cleaning agents, each with its own ability to remove different types of soil. Bilt is a high-powered soap base break that loosens and suspends heavy soils. Then Orvus Hytemp, scientifically developed to wash at high temperatures, steps in to complete the washing job. Together they catch every type of soil in an efficient crossfire of cleaning action and give you results that satisfy the fussiest customer.

Remarkable, too, is the improvement in rinsing efficiency that MTD offers. Many laundries report reduction in rinsing operations of up to 50%—and how that saves on time, money and steam!

You and your customers will be pleased with the matchless results that only Matched Team Detergency produces. Try it for 30 days and you'll be convinced.

Procter & Gamble

Bulk Soap Sales Department, P.O. Box 599, Cincinnati 1, Ohio

BILT

ORVUS
Hytemp GRANULES

Put a Plant At Your Customer's Elbow

This philosophy enabled Pilgrim
Laundry to gross one million
dollars in sales last year

By HENRY MOZDZER

THE CLASSIFIED LISTING on Pilgrim Laundry in the Houston, Texas, telephone directory intrigued us. We couldn't help wondering what sort of operation this was with five plants and a dozen or so branch offices to boot.

On inquiry we found that the business was operated by C. J. Robertson. His son, Guy, was vice-president. And son-in-law Dick Schissler was treasurer.

It turned out that the phone book hadn't kept pace with Pilgrim's progress for we were informed that the operation had grown to nine plants since the last printing. On top of that management had added five of six proposed coin-operated laundry installations to its organization within the past six months.

Decentralization the key

In a nutshell, Pilgrim's story is one of decentralization . . . the decentralization of management, ownership and investment. With the result that in a dozen years its gross annual income has increased from \$100,000 to \$1,000,000, according to the senior Mr. Robertson.

The move to decentralize began two or three years ago. "We had to do something," says Mr. Robertson, "or go out of business. Sales were falling off and we faced the prospect of having our then one and only plant condemned to make way for a new high-

way. We couldn't afford to keep all our eggs in one basket."

Houston is a fast-growing city of better than a million population. Its newly developed residential areas seem to stretch out in all directions, offering fertile ground for all manner

604 LAUNDRIES

Laundries-(Cont'd)

PILGRIM LNDRY CO INC

Plant 1522 Isabella	Jaksn 4-2105
Branch 12222 Almeda	IDwd 3-1441
Branch 7953 Bellfort	OLiv 4-7708
Branch 4312 Dowling	Jaksn 3-5807
Branch 6207 Edloe	MOhw 5-3401
Branch 7536 South Park	REpblic 4-7420
Branch 6406 Tinternstr	Jaksn 9-8825

PILGRIM LNDRY CO NO 2 INC

Plant 4206 SanFelipe Rd	MOhw 5-1817
Branch 6619 Richmond Rd	GYpsy 4-0811
Branch 10114 Stella Link Rd	MOhw 5-8315

PILGRIM LNDRY CO NO 3 INC

Plant 8033 South Park	OLiv 4-8944
Branch 3510 Reed Rd	REpblic 3-3162

PILGRIM LNDRY CO NO 4 INC

Plant 2730 S. Richay	MIsn 4-0534
Branch 439 Edgebrook	HUdson 6-1777
Branch 1707 S. Tatar	GRnw 3-0168
Branch 108 Gober	MIsn 9-8341

PILGRIM LNDRY CO NO 5 INC

Plant 4311 Mangum	OVrind 2-0910
Branch 4218 Ella	OXford 4-8614

PUBLIC LAUNDRIES

CLEANERS OVERS

Classified ad in Houston telephone directory fails to keep pace with Pilgrim's progress in decentralizing. This Texas firm has nine plants in operation now.



of new business enterprises. (Pilgrim is content to confine its activities to covering 90 percent of southwestern Houston for the present.)

Branches follow plant

Pilgrim started out by setting up a drycleaning plant in a likely location and putting two or three branch stores around it. Once the new plant got rolling it was capitalized (figuring organizational expense, goodwill, etc. among its assets) and sold, with the company retaining half interest in the business.

The new partner coming into the enterprise manages the plant and the stores in its neighborhood. All the cleaning is done on the premises while the laundry work is fed back to the main plant. (Distribution cost runs around 5 percent.)

This formula—building, capitalizing, selling part ownership—has been

repeated again and again until now Pilgrim has nine plants.

Within recent months a package laundry plant has been built to take care of extra work and to prepare for the day when the original laundry will be torn down. Some of the washing equipment has already been transferred and other equipment includes a wearing apparel unit and a two-girl cabinet shirt unit. There are eight people employed here at the present and three more will be added to the payroll when a second shirt unit is installed. The package plant measures 50 by 50 feet and covers 2,800 square feet when the boiler room (which houses a 35 hp. gas-fired boiler and water softener) is included.

Pilgrim's drycleaning plants are set up to do around \$2,000 a week with a base rate of \$1.15 on suits and \$1.35 for dresses. All the work is handled by a 40-pound drycleaning plant.

During opening week, the plant

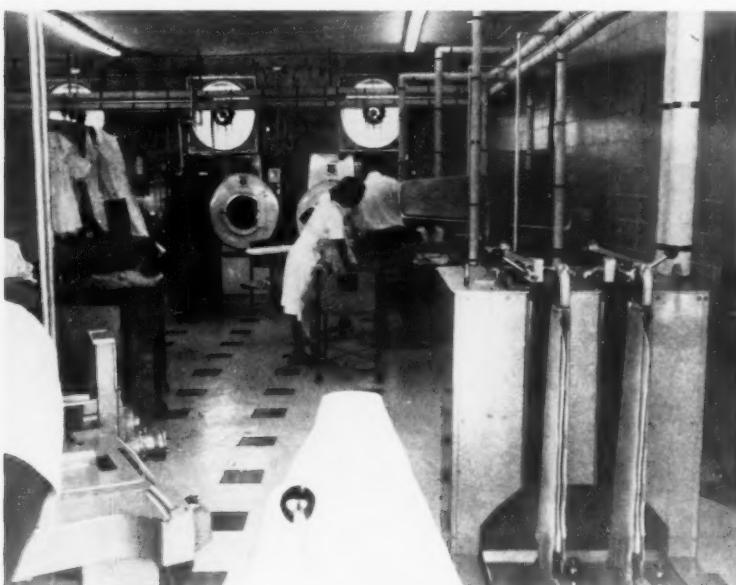
runs a Get-Acquainted Special—suits 79 cents; pants 37 cents; and free laundering on five shirts. The regular rate is 25 cents per shirt.

Careful choice of sites

The plant locations are not picked by chance. Mr. Robertson prefers sites in small service-type shopping centers. That is, centers consisting of five or six stores where a customer would go to get his hair cut, his shoes repaired, or make quick stops for milk, cigarettes and bread. Because (1) there isn't the congestion of traffic that seems to be synonymous with large department-store or supermarket-type shopping centers, (2) customers can park closer to the store and bring in heavier bundles which they might not be inclined to do otherwise, (3) rents are lower in smaller centers.

Pilgrim has an "in" with a chain that specializes in building service-type centers and gets first crack at new locations. These are usually set near proposed sites for larger shopping centers. At times these service centers seem to stand alone in the prairie. But new residential developments have a way of springing up almost overnight around Houston and it pays to get in on the ground floor.

Mr. Robertson also has his own ideas as to the atmosphere a plant should reflect. He believes it's smart merchandising to make the customer feel "at home." The plants are clean, well-lighted, well-ventilated (with louvered windows and suction fans). The walls are done with a yellow, patterned wallpaper such as would be found in a customer's kitchen. And the floor in front of the call counter is covered with a rug. Other furnishings are tastefully appointed and modern. Instead of plain racks, storage conveyors are used to bring finished



▲ Package laundry is equipped to provide full range of laundry services for drycleaning plants and branch stores in organization. Only flatwork and specialties are returned to main plant



◀ Plant interiors are neat, modern, efficient. Note rug in customer service area—one of devices Pilgrim uses to merchandise idea of personalized, homelike quality of service

Drycleaning plants are set up with 40-pound-capacity synthetic units and finishing equipment to handle volume of about \$2,000 per week. Pilgrim has eight such plants ▶



Largest coin-op owned by Pilgrim has 36 washers, 12 tumblers. It is unattended, stays open 16 hours a day and brings in about \$400 a week from self-service trade

Overhead door closes off call counter from self-service in this branch office which was converted to include coin-operated equipment at right. Grillwork counter promotes ventilation

laundry and drycleaning work to the counter.

All these things, plus the efficiency of the operation itself, Mr. Robertson believes, make Pilgrim plants more attractive to customers and employees alike.

At the present time, Pilgrim operates five coin-operated laundries. And plans call for a sixth to be opened in the near future.

Pattern varies

There is no set pattern for these operations. In one instance a branch store was converted to a combination store by enclosing the call counter and storage area for finished laundry and cleaning work.

In another case, the coin operation is completely unattended.

And one of the newest locations has been set up as a combination branch store and coin operation with separate doors leading to each. In the event that the branch store doesn't work out, it can be closed off and rented.

Pilgrim's coin operations are



equipped with anywhere between 20 and 36 open-top agitator-type washers and from 7 to 12 gas-fired tumblers. A customer can wash an 8-pound load for 15 cents and dry 16 pounds for 25 cents.

All the coin stores are supervised by one man on the company payroll who does nothing but keep the premises clean and the equipment in good repair.

Wherever possible, these coin stores are set up in areas where there are a great number of multiple-apartment buildings. In one case the company moved a house just to get a desired location.

Each store provides parking facilities for patrons. But unlike most, Pilgrim doesn't keep its stores open all night long. Management sees no need or reason for it. Coin-store hours are from 7:00 a.m. to 11:00 p.m. The stores are opened and closed by a night patrol outfit which charges \$60 a month for this service. The weekly gross income per coin store averages between \$200 and \$400.

Pilgrim's experience proves that there's plenty of laundry and drycleaning business to be had if, as Mr. Robertson says, you make it convenient by putting a plant at the customer's elbow. □□

join
Starchroom
Laundry Journal's
**"\$10,000 PARADE OF PROGRESS"
CONTEST**
details on page 51

Rinse in cold water . . . cut fuel bills
with CMC-promoted Wyandotte alkalies!

ARLAC

Gives top whiteness retention, soil suspension
Excellent without soap on the break
Permits cold-water rinsing
Activates soap for up to 20%-30% savings
Especially effective in one-shot formula
Low use-cost
A fast rinser

or APACHE

Specialized alkaline detergent for heavily stained work
Eliminates soap on the break
Penetrating oils and phosphates remove stains
Permits fuel-saving cold-water rinsing
Assures uniform color brightness
High whiteness retention
Makes one-shot formula possible

Get higher quality at lower cost!

Amazing as it sounds, you'll do just that when you start using Wyandotte ARLAC® or Wyandotte APACHE®. You'll get high whiteness retention, high soil suspension, and low tensile-strength loss. Rewashing drops to a bare minimum, and you save money on cold-water rinsing and low use-cost. Call your Wyandotte representative for a demonstration of ARLAC or APACHE today! *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.*

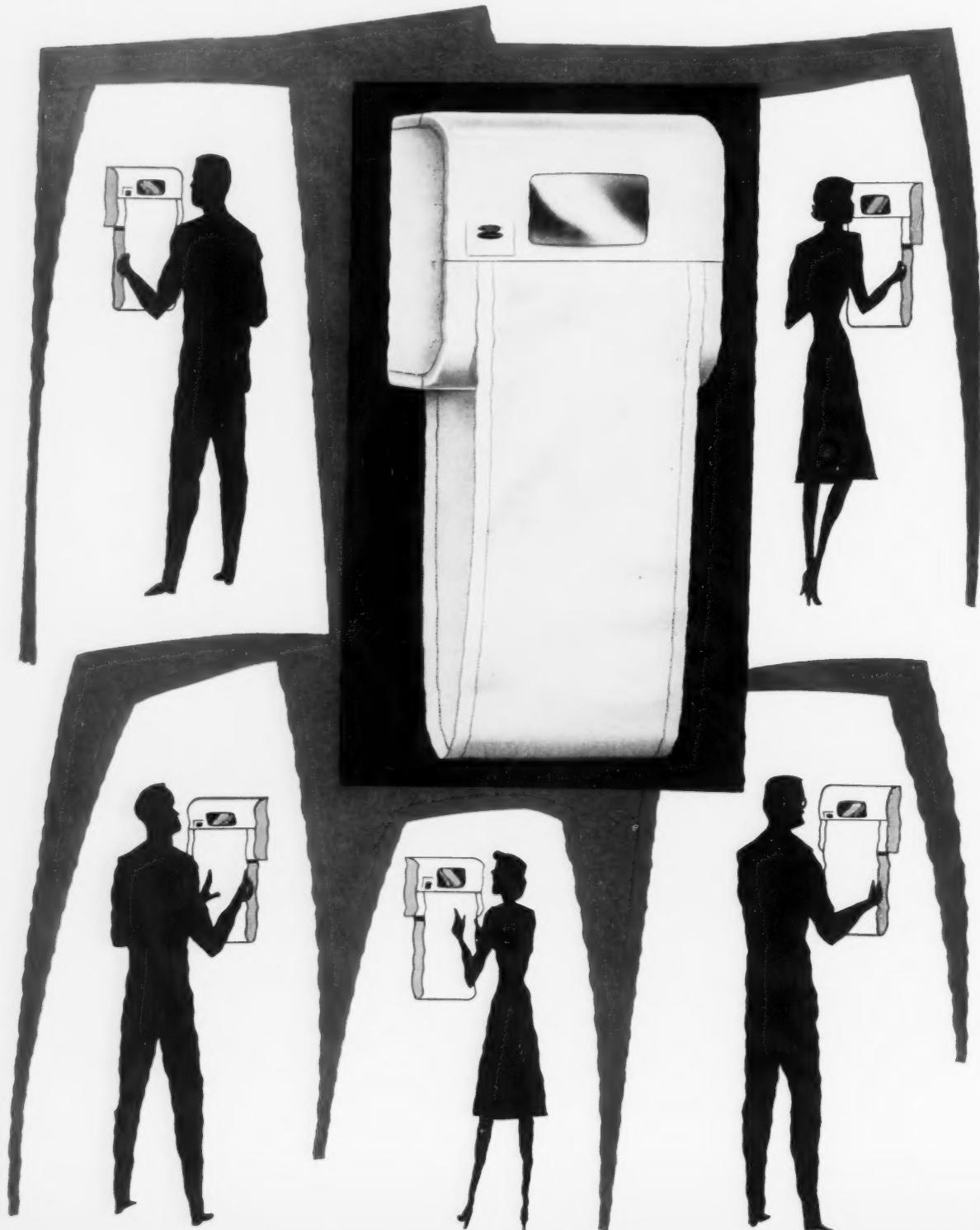
June 15, 1958

 **Wyandotte**
CHEMICALS

J. B. FORD DIVISION

SPECIALISTS IN LAUNDRY WASHING PRODUCTS

To help you plan for growth NEW STEINER COMPANY



MIDLINER TOWEL CABINET

25-yard continuous cloth towel cabinet is designed to reduce investment and improve service in low-traffic washrooms

Got a service station, tavern, office, store, school or factory where washroom traffic is low? Here's the answer. The new Midliner continuous cloth towel dispenser. It handles either 17-yard or 25-yard towels. It is low priced (as low as \$10.85) yet enables you to offer the best service.

If you have problems like any of these the Midliner is your answer:

Problem Washroom is constantly running out of towels because janitorial service is available only at night.

Solution Two Midliners. Possibility of both being empty at once is remote. You eliminate customer dissatisfaction by providing dependable service.

Problem Small washrooms in a factory, school or hospital that must be serviced in addition to the heavy-traffic main washroom.

Solution The Midliner. Keeps your investment low because you have a smaller cabinet. Yet your service is the best.

Problem Routes spread out because many businesses are too small for servicing at a profit.

Solution The Midliner. Make your route even more profitable by filling out your service with this low-cost dispenser.

Problem Tourist business. Peaks and valleys of usage. Doesn't warrant a 50-yard cabinet.

Solution The Midliner. The 25-yard dispenser fills the bill. The few extra refills required mean more revenue. Lower first cost means a profit for you—even on a short business season.

Problem Towel theft on low-traffic accounts.

Solution The Midliner. The Duo-Vac time-stop eliminates waste. And a sturdy tamper-proof lock thwarts theft.

These are just a few of the many ways you can use the new Midliners to maximum advantage. The 17-yard and 25-yard rolls make it possible for you to install a Midliner to fit precise requirements—cutting down your investment yet providing tops in service. The Midliner comes in two models—the Duo-Vac permits the user two $4\frac{1}{2}$ inch pulls before timing takes place. The Midliner with the Nu-Rol-Stop allows single $4\frac{1}{2}$ inch pulls—reduces waste.

For more information write the Steiner Company, 740 N. Rush Street, Chicago 11, Illinois.

Midliner with Duo-Vac time-stop

Cash Plan **\$18.45**
Royalty Plan **\$12.35**

Midliner with Nu-Rol-Stop

Cash Plan **\$16.95**
Royalty Plan **\$10.85**



STEINER COMPANY

740 Rush Street Chicago 11, Illinois



Coin store has its own parking facilities but is busiest when plant's call office is closed—particularly evenings and Sundays. Convenience and economy seem to be major attractions.

Why a Coin-Operated Laundry?

Louisville launderer opens a self-service store next to main-plant call office for good reasons

By HENRY MOZDZER

IN THE DRIVE-IN service field Llewellyn's Laundry is well known as one of the pioneer plants. Its main plant was converted to a drive-in operation way back in 1936. And today the firm has a total of five drive-in locations in the Louisville, Kentucky, area.

But all this is past history. No one realizes better than plantowner Ed Mall that times change. And the progressive operator is the one who best

keeps pace with these changes. That's one of the reasons why Llewellyn's expanded into the coin-operated laundry field four months ago. Here are some of the other reasons:

1. It's a profitable sideline. Llewellyn's Coin-O-Matic reached the break-even point of \$275 a week within two months after opening. Sales are currently averaging better than \$300 a week. (The week before we called they hit \$380.)

Coin-O-Matic is located next door to the call office in the main plant building. It is set up as a separate, unattended operation and pays \$200 a month rent to Llewellyn's. Management estimates a 30 to 40 percent profit on coin-store sales as not unreasonable.

2. It helps check home laundering. Most of the people who use Coin-

O-Matic self-service facilities are "new" to Llewellyn's. In personal conversation with them, the management finds that many have their own washers and dryers at home and have never used professional laundry service. They prefer to use Coin-O-Matic, however, because it enables them to do three or four washer loads of work at once and finish their laundering chores in a matter of minutes.

Not only does the speed of operation have its attraction but there's also the matter of economy and convenience. Customers can wash an 8-pound load of work for 20 cents and tumble-dry it for 10 minutes for another dime. Coin-O-Matic is open 24 hours a day seven days a week. Its doors never close. Late-night-shift workers are known to use the Coin-O-Matic facilities at 2 and 3 o'clock in the morning. It is usually busiest when the main plant's production depart-

join
Starchroom
Laundry Journal's
"\$10,000 PARADE OF PROGRESS"
CONTEST

details on page 51



HERE'S A REMARKABLE OPPORTUNITY to invest in another profitable business!

Open a Philco-Bendix Self-Service Laundry Store

All over the country, experienced laundry men are going into the self-service, coin-operated laundry business. These enterprising men know the exciting future of this new-type store and the excellent returns they deliver on a relatively small capital investment.

Here are some of the facts: The coin-operated laundry is one of the fastest-growing businesses in the country. Customers simply come into the store, wash and dry their clothes in metered machines and leave. They bring their own washing supplies or buy them from vending machines in the store.

Why are they so successful? Coin-operated laundry stores offer customers up to a 65% saving over attended-type wash and dry service. They are convenient for busy people because they remain open 24 hours a day, seven days a week. They give customers a chance to do their own washing — their own way.

Minimum Supervision required: A coin-operated laundry needs no attendant. Only a couple of hours a week are required to empty the coin boxes and supervise efficient operation. There are no credit problems—strictly a cash business. Machine repair and daily maintenance are contracted to local people. You can spend full time with your regular business or practice and let the coin store run itself.

Small initial investment: The over-all cost of opening one of these stores, equipped with Philco-Bendix Commercial washers, is surprisingly low. Return is so rapid that many investors amortize the total cost within a year. Local distributors can provide financial data from other stores in the area.

Act now! Why not investigate this exciting new business opportunity today! Send the coupon below for full information. Complete data on business locations in your area and valuable help in all phases of planning, financing and promoting a coin-operated laundry store are available through local distributors.

COMMERCIAL LAUNDRY SALES

Philco-Bendix Commercial Laundry Equipment
is brought to you by Philco Corporation



PHILCO CORPORATION

Commercial Laundry Adv. Dept. SLJ-7
Tioga and C Streets, Philadelphia 34, Pa.

Please send me information on Philco-Bendix Commercial Washers... also the name of my local distributor.
Name _____

Address _____
City _____ Zone _____ State _____



Left: Llewellyn's started with 12 washers to test popularity of coin operations; added four more within 10 days of opening. Sales hit \$156 first week; \$209 second. **Right:** "Laundries lose things" is common lament of professional-laundry users. Here plantowner Ed Mall looks over some of things left behind by Coin-O-Matic customers.

ment is shut down—Saturdays, Sundays and evenings.

3. It strengthens the laundry's position. Mr. Mall is thoroughly convinced that coin-operated laundries should be operated by professional laundrymen. "After all," he says, "it's the experienced launderer who is best qualified to discuss laundering problems and correct misconceptions at a point where they will do the most good."

As a case in point, Mr. Mall told about one customer—a man with a bundle of work clothes—who was disappointed with the way his work came out of the coin machines. He came into the call office to find out if there was something he might use to get rid of grease. The management explained how special formulas were used for this purpose, why it would be difficult for him to apply it in the coin store, and suggested that he would be better off sending his work clothes to the main plant for processing. P. S. He became a customer.

"Now what would have happened," asked Ed Mall rhetorically, "if the same man had gone to a coin-meter laundry operated by someone who knew nothing about laundering? Chances are that he would have to be satisfied with the quality of work produced. Or be assured that even if a professional laundry could do the job better, it would certainly cost a lot more. A professional operator has better control and can set the record straight."

Coin store described

A corner of the main plant which used to serve as a storage room was converted to a 27-by-40-foot store. It meant dropping the floor to sidewalk level but the effort seemed justified.

The Coin-O-Matic store is not directly connected to the plant call office. Each has its own door and parking area. Hot soft water is provided by the main plant. And an auxiliary hot-water heater takes care of the weekend requirements when the main plant is shut down.

The coin store started out with 12 open-top washers but after 10 days operation management recognized the demand and added four more units. The machines are pulsator-type with an 8-pound capacity. They are equipped with oversize inlet and outlet pipes to speed filling and draining. The washing and extraction cycle together take 18 minutes.

The washers are set against the walls on two sides of the room and six 40-pound gas-fired tumblers are lined up against the rear wall. The washers could have been set up back-to-back down the center of the store to reduce plumbing costs. But management favored this arrangement as

being more attractive. (The equipment is depreciated on a five-year basis.)

Each washer and drier is equipped with its own individual coin meter. The customer pays 20 cents per washer load and 10 cents for 10 minutes use of a tumbler.

In addition to these machines, the store also has a coin changer, a coffee and soup machine, a cigarette machine, another for candy and a soft-drink dispenser. The last named should bring in about \$1,000 revenue this year, according to Llewellyn's vice-president, Jack Joyce. The plant moves about 18 cases of soda per week.

Everything is coin-operated, of course, and Mr. Joyce feels that a coin counter is an indispensable piece of equipment in handling hundreds of pieces of change each week. Thus far, the plant has taken about \$2 worth of slugs from the soap-dispensing machine. All the other machines



Three of four customers bring their own soap to Coin-O-Matic store. Tumbler usage accounts for about 25 percent of self-service plant's weekly revenue.



DO YOUR BUNDLES

GET "MR. & MRS."

APPROVAL?

IT'S SURE WITH

METSO DETERGENTS

**HARD WORKING •
ECONOMICAL BUILDERS**

METSO GRANULAR, sodium metasilicate pentahydrate

METSO ANHYDROUS, sodium metasilicate anhydrous

METSO 99, sodium sesquisilicate

METSO 200, sodium orthosilicate concentrated

"Mr. and Mrs." agree on the quality of bundles you deliver when you use Metso as the soap builder. The whites are sparkling clean and the colors, bright and clear.

There is double satisfaction to you also, from Metso's double action —more dirt is removed and held in suspension and the dirt is prevented from redepositing on the clean load.

Metso Detergents can help you keep customer approval.

METSO DETERGENTS



PHILADELPHIA QUARTZ COMPANY
1160 Public Ledger Building • Philadelphia 6, Pennsylvania

Associates: Philadelphia Quartz Co. of Calif.; Berkeley & Los Angeles, Calif.; Tacoma, Wash.; National Silicates Limited, Toronto, Canada

9 PLANTS • DISTRIBUTORS IN OVER 65 CITIES

TRADEMARKS REG. U.S. PAT. OFF.

ANNOUNCING
Llewellyn's
COIN-O-MATIC

24 HOUR LAUNDRY SERVICE **7** DAYS A WEEK

**FREE
PRIZES**

ALL

5 To Be Given Away Each Week For

4 WEEKS

No Obligation • Come In • Sign Up

WE FEATURE ★ FASTER WASH TIME — MACHINES SPECIALLY
ENGINEERED FOR THE JOB
★ LESS DRYING TIME REQUIRED
★ ALL MACHINES COMPLETELY AUTOMATIC
★ UNATTENDED — YOU HANDLE YOUR OWN CLOTHES
★ HOT WATER AT ALL TIMES



**WE
NEVER CLOSE**

A WEEK'S WASH DONE WHILE YOU SHOP!
1529 SOUTH THIRD ST. — AT CORNER OF GAULBERT ST.



10¢
DRY
10 Minutes



Llewellyn's

1529 SOUTH THIRD STREET • MELROSE 7-2818 • LOUISVILLE 6, KY.

We appreciate your visit to our new Coin-O-Matic Laundry.

Any suggestions you may have to improve this service, we would like to have in our suggestion box.

Since you did not win one of our prizes, we are offering you \$100 + a beautifully furnished television set. Please present this letter at any one of our service - sites.

Please remind you of other services we have next door to our Coin-O-Matic Laundry, such as:

- | | |
|----------------------|----------------------------------|
| • 30¢ Dry Cleaning | • 15¢ Cleaners in Drive-Ins |
| • FREE Night Laundry | • All Cleaning in Plastic Bags |
| • Shirts | • Same Day Laundry |
| • Laundry | • Wise Choice of Family Services |

Our regular office is open 8AM-6PM daily, Monday through Saturday.

If you are unable to visit us during these hours, use our 24-HOUR NIGHT LINE IN OUR COIN-O-MATIC LAUNDRY to receive any of our additional services.

Hoping you will come visit us often, we remain,

Respectfully yours,

J. S. Joyce
Vice-President
Llewellyn Laundry, Inc.

Promotion material used to attract patrons to coin store helps Llewellyn's sell regular services, too. Handbills (left) announced grand opening and weekly prize drawings. Follow-up letter (right) listing services extends invitation to have five shirts done free. Coupon (bottom of page) used in drawings provides names and addresses for follow-up.

automatically reject counterfeit coins. Vandalism has not been a problem.

Other accessories include tables for folding and chairs. A night deposit box also permits Coin-O-Matic customers to drop off laundry and dry-cleaning bundles between 6:00 p.m. and 7:00 a.m. when the regular call office is closed. Ten bundles in one evening has been the high to date.

Opening promotion

The customers' acceptance of Coin-O-Matic services is owing in part to the plant's promotional activities. These consisted of a quarter-page ad in the local newspaper announcing the opening, and 7,500 handbills which were distributed to residents in the immediate area.

The handbills listed some of the features and advantages of the Coin-O-Matic operation and invited the public to come in and sign up for a drawing on five free prizes to be given away each week for a month.

The names and addresses gathered in this promotion were used in a mailing the following month. Letters of appreciation went out to thank all comers for visiting Coin-O-Matic. And to remind them of Llewellyn's many other services. The management also

offered to do five shirts *free* to patrons presenting the letter at any one of the firm's five drive-ins.

According to Mr. Joyce, 156 letters were returned and Llewellyn's gained 29 positive customers as a result of this follow-up promotion. (Positive customers are those who came back at least five times.)

The Coin-O-Matic store has pulled some of the wash-dry-fold bundles away from the main-plant call office.

The difference between paying 8 cents a pound and 20 cents a washer load makes this understandable.

However, the call office has picked up additional laundry and cleaning work from Coin-O-Matic customers who never patronized the plant before, so that sales are holding their own and even increasing here. An encouraging sign in Louisville, which has been particularly hard hit by the recession. □□

FREE PRIZE COUPON

Please Fill Out And Drop In Hopper. No Obligation. Thank You.

NAME: _____

PLEASE PRINT

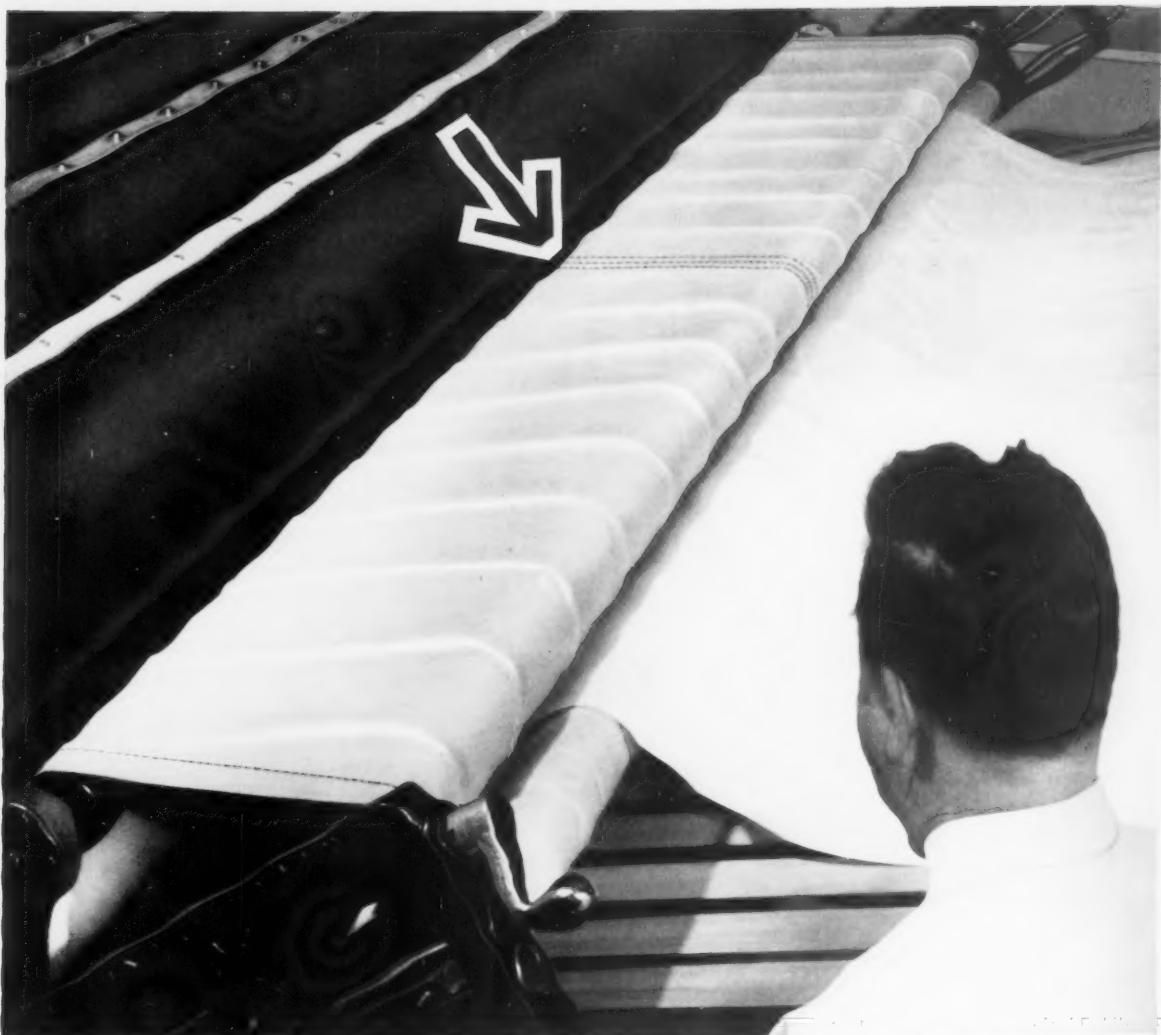
ADDRESS: _____

CITY: _____

PHONE: _____

DRAWING EVERY SATURDAY

You Do Not Have To Be Present To Win
PLEASE COME BACK AND VISIT US OFTEN



IRONING OUT THE WASH—For over 50 years, Dupont Laundry, Inc. has been serving a constantly growing number of customers throughout the metropolitan Washington, D. C., area. With 17 trucks now making pick-ups and deliveries every day, Dupont's base of operation is an ultra-modern plant on Sherman Avenue. Completely equipped with extensive facilities for laundering, dry-cleaning and storage, the plant is a perfect example of efficiency at its best. Its flatwork ironers, for instance, produce a fine quality of finished laundry products. They are all fitted—as Dupont Laundry's ironers have been for years—with Prosperity Apron Cloths. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.

UNIFORMITY
Makes The
Big Difference
In Industrial
Fabrics



Mount Vernon Mills, inc.

A LEADER IN INDUSTRIAL TEXTILES

TURNER HALSEY
COMPANY
Selling Agents

Main Office and Foreign Division: 40 Worth Street, New York, N. Y. Branch Offices: Chicago • Atlanta • Baltimore • Boston • Los Angeles

Always look for this purple stripe in all PROSPERITY® and ORIOLE® fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, Ill., Indianapolis, Ind., Milwaukee, Wis. • CARMAN-MITCHELL-WING CO., Stonehaven, Mass. • CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio • G. C. CHEMICAL CO., Sunnyside, L. I. • JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta, Ga. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. • JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO.—CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex.

Printed in U.S.A. by M. H. Miller Co.



WANT TO IMPROVE YOUR SHIRT

It's easy! Just join the hundreds of profit-wise laundryowners who are already taking advantage of the economy and efficiency of two marvelous products: NATIONAL Counter Conveyors and NATIONAL Fantom-Bantam Invisible Marking Machines. Read how these two wonder-workers can help you build business, cut costs and pile up new profits:

THE **National** MARKING MACHINE CO.
4026 CHERRY STREET • CINCINNATI 23, OHIO

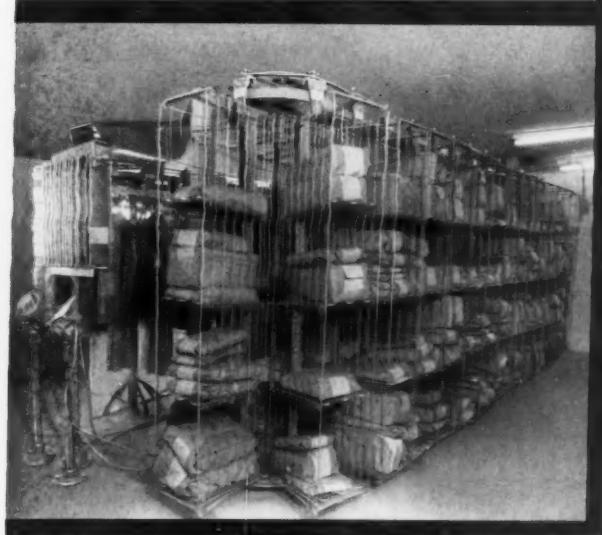


Fantom-Bantam with Tagzon makes available to you the world's only invisible marking system, and brings you these distinct advantages—

- Low initial investment cost.
- Low maintenance and operating cost. Anyone can learn Fantom-Bantam's manual operation in minutes.
- No disfiguring or damaging marks, tags, or staples for your customers to see.
- And combined with National's Tagzon, every shirt can be permanently and legibly marked with invisible characters about twice as large as regular black ink marks.

As a plant owner already operating a shirt unit . . . or about to install one . . . you owe it to yourself to get all the facts about Fantom-Bantam modern invisible marking. Write today for full information.

SERVICE?



National Counter Conveyors deliver call-office orders quickly and quietly. You set remote control DIAL-TROL — your National conveyor finds the desired order, brings it to the unloading position then shuts itself off . . . all automatically! Your clerk never leaves the counter. *Designed for continued reliable performance, National Counter Conveyors bring immediate rewards—*

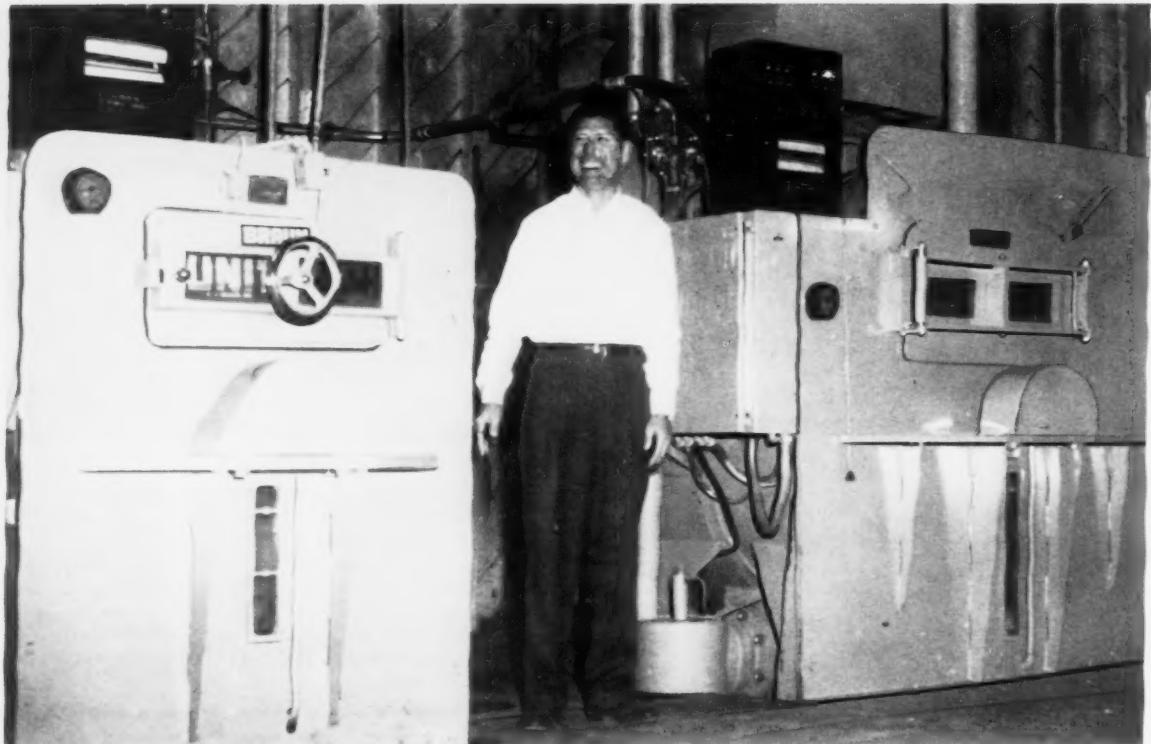
- in customer good will built on improved service.
- in reduced labor costs in your call-office.
- in greater storage potential from existing floor space.

Your best interest demands that you learn everything about these new National products. Write us NOW.

National Marking Machines and Conveyors are preferred by better plants the world over!

"May All Your Customers Be As Happy As I Am"

says Ralph Morris, Diamond Cleaners Laundry, Santa Ana, Calif.



FOR COMPLETE INFORMATION WRITE TODAY:

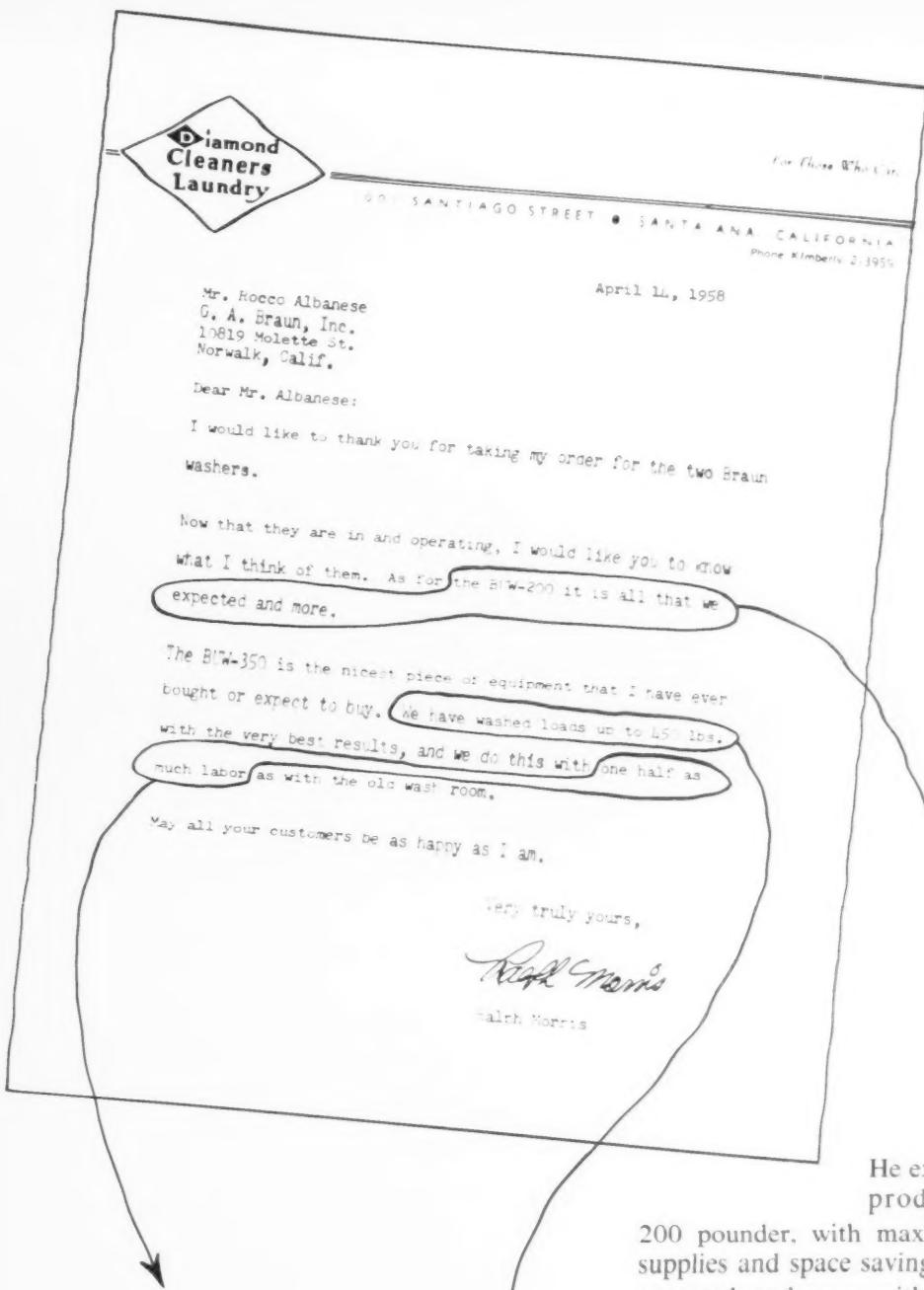
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Pioneer in Automation

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2 Usher St., Brantford, Ont., Canada

Braun Unit Wash equipment is available in the new 60 lb. capacity, especially designed for today's high speed cabinet shirt units, as well as the 100, 200 and 375 lb. sizes. See Braun, the full line washer-extractor manufacturer whose time-tested equipment is always "In League with the Future."



A 50 percent labor saving—biggest of the big cost savings acclaimed by the over 600 Unit Wash installations that each and every week produce over 5,000,000 pounds of laundry.

He expected top quality production from the 200 pounder, with maximum water, fuel, supplies and space savings. He got what he expected, and more, with Critical Point Extraction for soil and water removal at the one time in the cycle best for maximum efficiency.

Braun Unit Wash never over-rates capacity! But if need be, the 375 lb. unit with its full 51 inch washboard drop and amazing "wet rub," unique three pocket design and triple wash action will produce high quality even under over-load conditions.

Rhapsody in Bellew

THEY SAY you're never too old to learn, and believe me I'm learning. Until recently I overlooked linen supply plants as a source of material for this gadget column. Like many of my friends who are engaged in the family laundry part of this business, I felt that since linen supply plants are primarily concerned with processing flatwork they'd have no need for gadgets. (Boy, how wrong can you get!) Actually, it seems to be second nature for a linen supply operator to devise workable gimmicks.



Tying Soiled-Work Bags

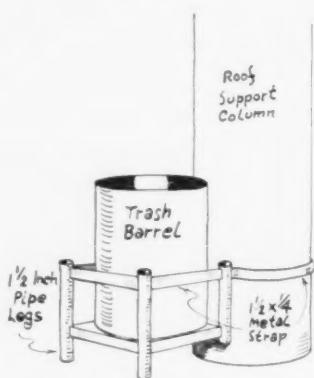
Recently I visited the largest of the Community Linen Rental Service plants which is located in Los Angeles. Manager Crutchfield turned me over to his service manager, Sidney Boxer, for a tour of the busy plant, and I hit a jackpot.

Many of these items may be "old hat" to linen supply men, but they were new to me. For instance, I'm used to seeing bags of soiled work hung upside down on overhead conveyors for moving to the markers or counters. However, such bags always had canvas straps sewed to the bottom so they could be hung over a trolley hook . . . but not here.

At Community the man who puts the bundle on the trolley hook uses lightweight rope about the size of sash cord. These 3-foot lengths, with the ends tied, give him a double thickness of rope which he loops over the two tails of the bag and hangs over

the trolley hook. Big bag or small bag, they are all held securely.

It is the responsibility of each driver to see that the neck of each bag is tied shut with a slipknot when it is brought into the plant. Thus when the bag reaches the counter's station she need only pull on the slipknot to let the contents drop onto her table.



Trash Barrels Secured

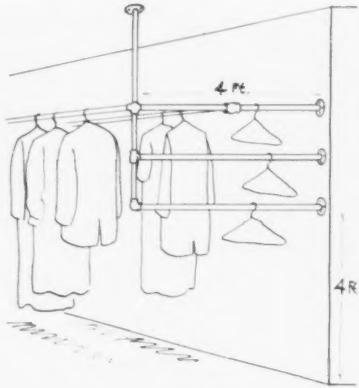
For a neat plant it is necessary to have trash barrels. At Community Linen Rental Service, Los Angeles, they have several in the truck loading area, but until lately their life expectancy was short. Occasionally a heavy bundle truck would get out of control and crush the trash barrels against the roof support post where they sit. Also, in such a busy place they interfered with spotting the incoming trucks if someone moved them.

Trash barrels now are protected from damage and kept out of the way in their allotted space by sitting inside a frame of metal supported by 1 1/2-inch pipe legs. The frame itself is securely strapped to the roof support column with the same metal as the frame.

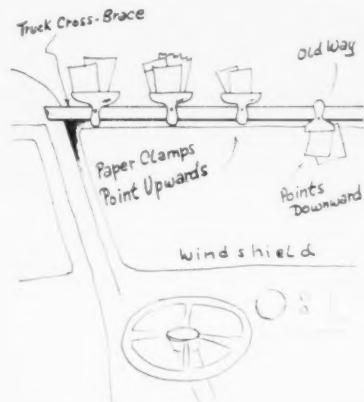
Hanger Holder

In the drycleaning department of Peerless Laundry & Linen Supply, near the assembly department there are three parallel lines of finished work waiting to be checked out. Someone got a good idea for storing hangers at a point convenient to the finishers.

The ceiling support pipe was extended a couple of feet, and now there are three sections of 4-foot-long pipe anchored to the wall with floor flanges,



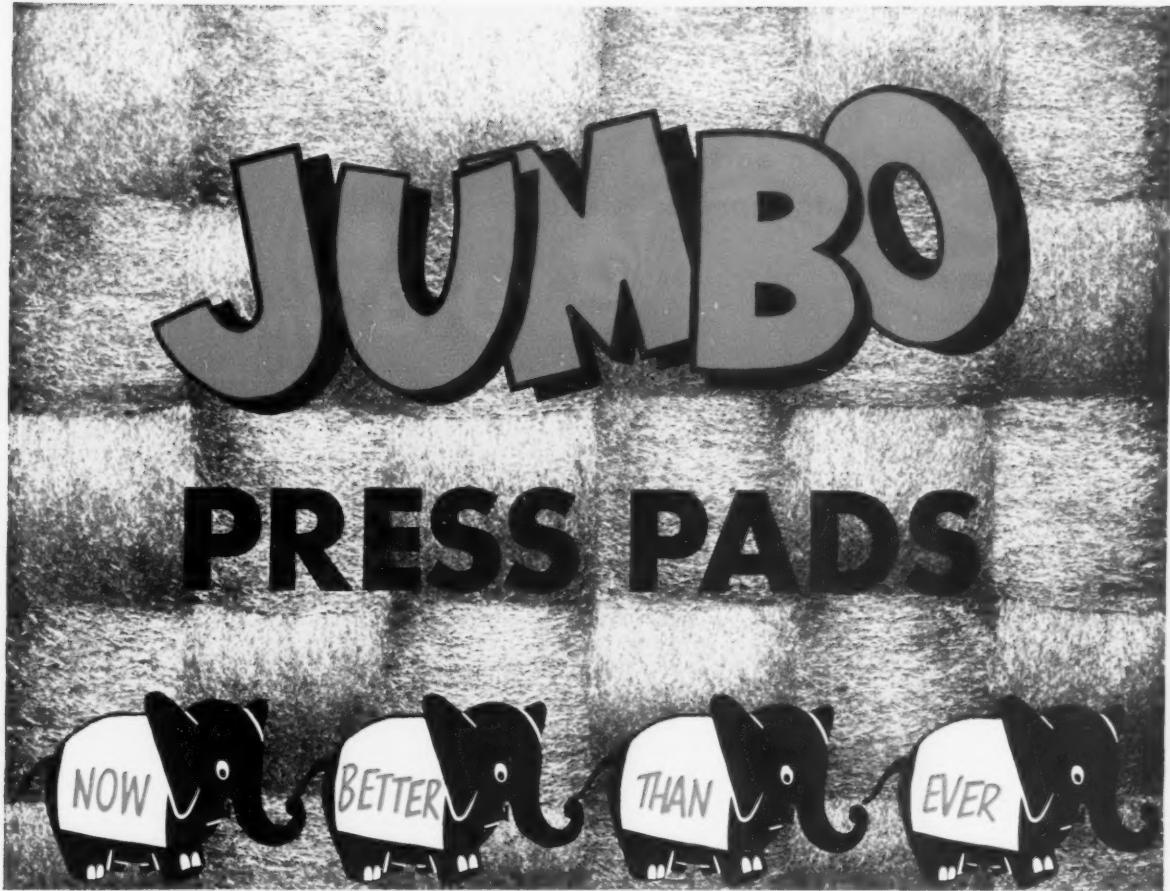
to hold a good supply of hangers. Not only a good spot to store hangers, but it also serves as a barrier to prevent passersby from disturbing the finished garments.



Clamps for Drivers' Notes

Most route salesmen scribble notes on odds and ends of paper and stick them around in various places in the truck cab . . . and then can't find them again. Some try to keep them in sight by placing a paper clamp somewhere. Usually they are placed in such a position that when the driver tries to remove one slip, the whole bunch falls out of the clamp.

The White House Laundry trucks all sport several of these handy clamps in each truck, but each clamp is mounted in an upside-down position so the notes don't obscure the view through the windshield. And they don't all fall out when the clamp is released to remove one of the notes.



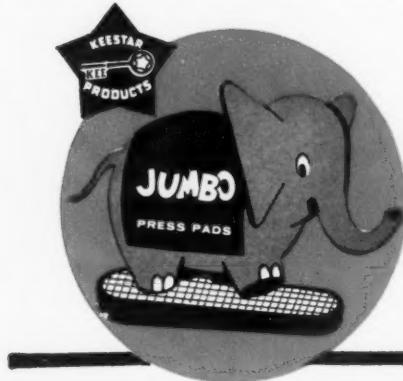
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PRESS PADS

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FLATWORK IRONER PADDING



Something big has been added to the Jumbo Press Pad line. The recognized high quality of International products is now strengthened by the experience of The Keever Starch Company in the laundry and dry cleaning industries.

Plant operators know the Keever code to help develop better work, faster production, lower unit costs. Now you can expect these and other benefits with Jumbo products sold through Keever distributors assisted by trained Keever Sales-Service men.

Jumbo Press Pads are tailor made to fit all of the hundreds of press models made by more than 30 manufacturers. For top quality work in your plant, look to Jumbo — and Keever.

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Work Control in the Small Hospital Laundry

Defining and scheduling work procedure
leads to more efficient plant operation

By HARRY YEATES

PRODUCTION CONTROL pays dividends even in the smallest operations.

Take, for example, the laundry department of St. Vincent Children's Hospital, Chicago, Illinois. The eight-member staff here produces approximately 40,000 pounds of work in a 5½-day week. This is one-third more total poundage than was processed here a couple of years ago with twice as many employees.

This was all brought about when Sister Clara of the hospital staff set up a production schedule and a job description for every employee.

St. Vincent's, like many another small institutional laundry, had the problem of processing many different types of work at irregular intervals throughout the week. And there wasn't enough work of one type to keep a specialty worker busy all day.

Now with the new setup each employee doubles in brass and knows exactly what he or she is expected to do and when. All the duties and responsibilities for each job are outlined in detail.

Nearly 70 percent of the work coming into the plant is tumbled dry; another quarter is flatwork and the balance is press and hand-finished.

The processing equipment includes two side-loading washers (36-by-54 and 36-by-64) and a small 50-pound open-end washer; two 30-inch extractors; three 36-by-30-inch tumblers; a 4-roll flatwork ironer and one 51-inch utility press.

The staff includes a washman, a sorter and six girls in finishing. Their regular hours are from 7:00 to 2:30 and from 8:00 to 3:30 respectively. When it's necessary to come in earlier, the employees do so on an alternating basis. The plant is closed down at noon Fridays. The work week begins on Saturday to assure clean linen for patients and staff over the weekend.

Saturday: Approximately 10 loads are processed in the washing department between 6:00 and 11:00 a.m. Saturday morning. They consist of a washer load of white uniforms, a load of diapers, a rough-dry load, flatwork, yel-

low pediatric uniforms, colored starch pieces, etc.

At 7:00 a.m. one operator begins finishing various items such as doctors' shirts and baby clothes as they come from the extractors.

Another operator sorts pediatric nurses' uniforms and prepares them for washing. This task is continued until 8:00 a.m. daily; after that no more work is collected from the sorting room. The sorting room, incidentally, is located on the basement floor of the plant to prevent the possibility of air-borne germs contaminating clean linens in the plant.

While this is going on, one operator cleans the press and changes pads and covers if needed. Another operator prepares the starch. And the two remaining girls clean the room for finishing heavily starched nuns' linens on special zinc forms or molds. (Zinc because it does not rust.)

When the first load of uniforms has been washed and extracted, two girls place the work in damp-boxes and move it to the press operator. The press operator finishes this work, after which it is folded and placed on ta-

bles for delivery to the various wards and departments. Meanwhile, another girl starts finishing sisters' aprons.

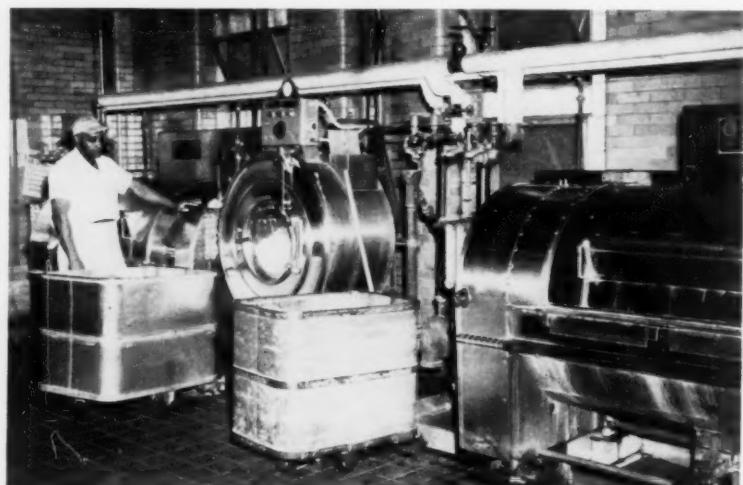
Flatwork is prepared between 10:30 and 11:00 a.m. It is shaken, sorted and placed on separate tables to be finished the following week. Tumble work from the morning loads is completed by 2:30 p.m.

Monday: By 11:00 a.m. on Monday morning, two loads of diapers and baby pads are washed. These have been collected from various wards throughout the hospital on Sunday.

All flatwork and nuns' linen is shaken out before the operators finish at 3:30 p.m. If necessary, the press operator helps the shake-out girls if they don't think they will be finished in the allotted time. By 3:30 p.m. the clothes are ready for processing in the flatwork ironer on Tuesday morning.

As rough-dry work is removed from the tumblers it is transported to the opposite side of the laundry where two operators sort the load.

A piece of colored tape about an inch long, affixed to the hem, identifies



Two-man staff in washroom produces approximately 20 tons of work per week thanks to scheduling and new equipment installed a year ago at St. Vincent Children's Hospital in Chicago



**THE RIGHT DRYER IS THE
BIG BEAUTIFUL CISSELL 36" x 30"**

**moves 1350 cu. ft. of air per minute
for Fast Drying**

Get drying at its best from the Cissell 36" x 30". Get all the features you want and need for 'round-the-clock service. Double walls add strength—keep heat in . . . controls are enclosed . . . maintenance is quick and easy . . . appearance and operation appeal to customers everywhere.

Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double basket "Twin"; Single basket, 36" x 18", 36" x 30", 42" x 42", available with or without Coin Meters. Cissell Drycleaning Dryers: Single basket, Steam-Heated only.

W. M. CISSELL MFG. CO., INC., LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors
write: Export Dept.—Cable Code "CISSELL"



*Large basket shaft in Gear Reducer, supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!

Consult Your Jobber

CISSELL

every article in the hospital. Different colors designate different wards or departments. Production moves faster in the laundry since each operator can easily identify the type of garment and the department to which the article must be returned.

Tuesday: At 6:30 a.m. the washman begins washing all rough-dry work, children's starched clothes, corduroy coveralls.

Four operators start processing flatwork at 8:00 a.m. Large sheets are fed through first, followed by large baby sheets. Two operators feed small baby sheets through the ironer while one operator feeds small pillowslips on the other end of the ironer.

At 8:00 a.m. two operators start preparing nuns' collars and head pieces. These articles are hand-dipped in a heavy solution of starch and placed on zinc forms to dry. Nurses' caps are also starched at the same time. It takes about 2½ hours to prepare all these articles for drying.

By 11 o'clock all flatwork and part of the rough-dry are folded and weighed. Each completed bundle is weighed to give a more accurate count of how much has been processed through the plant. These bundles are also placed on different carts for distribution to various departments in the hospital.

After the flatwork is completed, two operators spend the remaining part of the day blocking starched linens on the zinc forms.

Wednesday: One operator presses baby dresses by hand. Another operator finishes uniforms.

On Wednesday morning the washman processes the rough-dry work first, then flatwork, tablecloths and formula-room linens. By noon two operators have completed the sisters' linen. Flatwork is shaken out for finishing on Friday.

Thursday: Washmen process one washer of rough-dry, followed by flatwork. Two operators continue shaking out linen to be processed through the ironer on Friday.

Friday: Washmen process rough-dry from 6:00 a.m. to 10 a.m. Flatwork finishing is started at 7:00 a.m. and completed by 10:30 a.m. No flatwork is washed on this day. The washmen leave at 11:00 a.m. and all operators complete flatwork and rough-dry by noon.

Setting up a timetable and outlining the specific duties each operator must perform have been contributing factors in improving the efficiency of this small-plant operation. □□



Zinc forms are used for drying heavily starched nuns' collars. Two operators alternate duties between folding tumbled dry work and processing starched work

TYPICAL WORK SCHEDULE

Duties for Operator #1

SATURDAY

- 8:00 a.m. Sort baby clothes in basement and bring up all baby dresses. Place with yellow uniforms to be washed. Prepare baby dresses for ironing. Change your own ironing board cover.
- 12:30 p.m. Place yellow uniforms in damp box after washing. Prepare baby clothes for finishing. Sort baby clothes in basement from morning pickup.
- 2:30 p.m. Sweep and clean washroom, locker room, keep sinks spotless.

MONDAY

- 8:00 a.m. Sort baby clothes in basement. Press nuns' collars and caps. Iron baby dresses.
- 2:00 p.m. Sort baby clothes in basement.
- 2:30 p.m. Sweep and clean washroom, locker room, check soap dispensers and towels.

TUESDAY

- 8:00 a.m. Assist at flatwork ironer until all work is processed and folded. Prepare baby clothes for finishing and ironing. When preparing clothes for press operator be sure to turn all garments on the right side, button all buttons, and straighten all straps on back of garment.
- 2:30 p.m. Sweep floor and keep locker rooms neat.

WEDNESDAY

- 8:00 a.m. Iron nuns' collars. Complete ironing of baby dresses. Sort dish towels from the kitchen.
- 2:30 p.m. Sort baby clothes in basement, sweep and keep locker rooms neat.

THURSDAY

- 8:00 a.m. Finish nuns' collars and complete finishing of baby dresses.
- 2:30 p.m. Sort baby clothes in basement.

FRIDAY

- 8:00 a.m. Sort baby clothes in basement. Bring up light-colored dresses to wash with white uniforms.
- Assist at flatwork ironer until work is completed.
- 12:00 p.m. Operator may leave if work is all completed.



When you finance laundry machinery

Who holds the notes . . .

the manufacturer or some stranger?

You get more from

American
THE AMERICAN LAUNDRY MACHINERY COMPANY





At American we hold your notes.

So you know exactly whom you are dealing with.

Many times American has gone to bat for its customers, helping them over the rough spots. This is the kind of treatment you can hardly expect from a stranger whose only interest in you is the money you owe.

When you qualify for financing with American it's because *we believe in your future, and value our continuing relationship* with you as highly as any other consideration.

This confidence we have in our customers is another reason you get *more from American.*

You get more from

American

The American Laundry Machinery Company, Cincinnati 12, Ohio

Is There Treasure Buried In Your Old Rubbish?

Another jab by "Poke"

How's your house cleaning?

If your business is dragging a little maybe you're taking advantage of the time on your hands to give your plant a going over, cleaning out the rubbish that's accumulated in the corners, scrubbing and scouring and making repairs and doing other neglected jobs around the plant.

That's a fine idea. It's a rare plant indeed that won't benefit by a house cleaning of this kind. But while you're doing this cleanup job, are you also cleaning out the antiquated methods, the rubbish of inefficient operating habits that have accumulated over the years?

How about cleaning out some of this old, obsolete, or wornout equipment that's costing you money to operate and replacing it with up-to-date machinery that will enable you to operate profitably under the stress and



M. A. Pocock

handicaps of high labor costs and the competition of automatic home washers?

Now, don't get me wrong. I'm NOT getting a commission for selling anybody's laundry equipment except my own specialty—the SAGER Sheet Spreader. And I don't want any laundry owner to buy any machine he doesn't need, that wouldn't pay him back in added profits—not even a SAGER. But I believe that anything that benefits the laundry business anywhere will benefit each and everyone of us that's in the business. And that's why I'm urging everybody in the business to quit worrying about the recession and start doing something about it—cleaning out the wasted labor in his own plant. If you do that, the recession will soon be over for you. If you need new equipment, the sooner you get it the sooner it will begin to pay you back in added profits. If it happens to be a sheet spreader you need, well, here is the place to inquire.

M. A. (Poke) Pocock

Turn Red Ink to Black with a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."



Reduces Labor Turnover

No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager "B" Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N.E.
Minneapolis 13, Minnesota

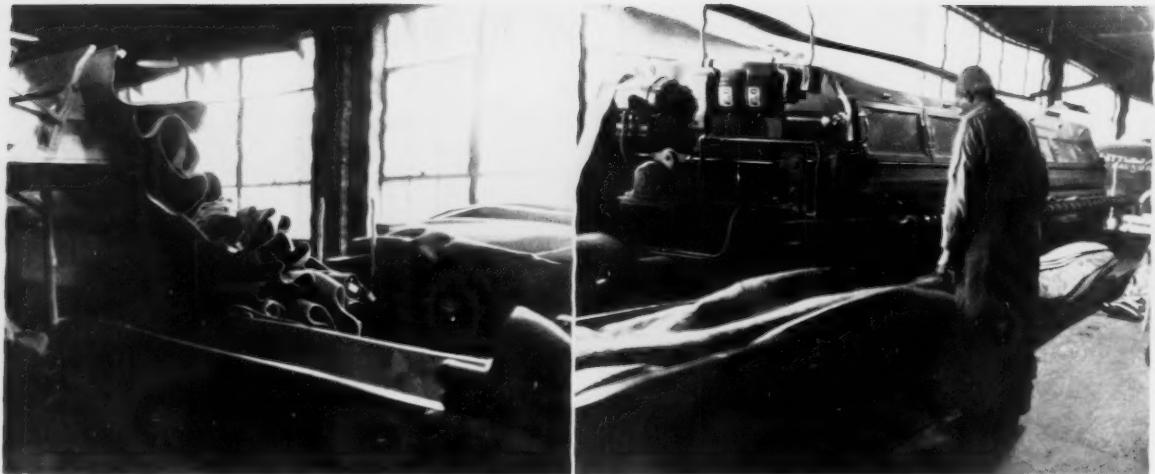
Firm _____

Street _____

City _____

State _____

Print your name _____



Easy transport of soiled rugs from measuring-inspection table (far left) is accomplished by placing them in horizontal conveyor trough that carries them to beater (right)

Why Rug Cleaning Is a "Natural"

Large carpet servicing department at Little Falls Laundry pays off handsomely, boosts laundry-drycleaning sales

By GERALD WHITMAN

THIS IS THE AGE of diversification in the business world. Very often it is resorted to merely to stay in the black when a firm's prime product or service becomes outmoded in a shrinking market. But when a newly added service fits in so well that it both enhances current services and brings in a handsome additional return, that is the most profitable kind of diversification.

A good case in point is the growing number of laundry establishments adding rug cleaning departments. Many of the leading laundries around the country have found that rug cleaning departments have not only brought in added revenue by themselves but have served to increase related laundry and drycleaning services.

Rug cleaning is a "natural" for most laundries because there is usually a ready-made route service operation and the route salesmen already have made contact with the consumer. In most cases the customer who uses a certain laundry for bundle work will find it convenient to have her rugs picked up by the same route salesman. Very often, too, the rug cleaning service serves as a door opener by which

a noncustomer will begin sending her laundry to the same firm.

Not to be overlooked in this picture is the fact that some laundryowners who maintain rug cleaning departments admit that, comparatively speaking, they enjoy better profits from their rug cleaning volumes than from their basic laundry operations.

One laundry firm that has gone into rug cleaning in a big way is Little

Falls Laundry, Little Falls, New Jersey. This 45-year-old firm has been doing rug cleaning for some 27 years, growing from a modest start to an operation that now rivals the biggest and best in the rug cleaning industry.

Little Falls' rug cleaning department is a fully mechanized operation housed in a building separate from the laundry and drycleaning sections.

Continued on page 38



Automatic washer receives rugs from beater (left) after they travel under floor area between two machines, avoiding lifting and excess handling by operator



Photographing tickets in a Recordak Junior Microfilmer

40 entries a minute— and never a mistake!

Recordak Microfilming ends work of transcribing clothes tickets . . . eliminates human error . . . saves Normington Laundry, Beloit, Wisc., close to 80 hours a week in bookkeeping time.

Here's how Normington Laundry now handles drivers' tickets: Charges are run up on an adding machine . . . totals are posted in weekly ledger . . . and tickets are photographed in a Recordak Microfilmer. That's the whole thing in a nutshell! No fuss, no bother! Simple, you'll agree.

Helps give customers better service. Clothes are never held up waiting for tickets to be processed. Eliminating human error helps reduce customer claims. And the remaining ones are quickly settled

when customers see picture of their itemized ticket on Recordak Film Reader.

More than pays for itself in a month or two. Costs are surprisingly low. You can have a Recordak Microfilmer for as little as \$550; also available on convenient monthly rental plan. Film costs are low, too. You can actually record more than a thousand tickets on a dollar's worth of film.

Prices quoted subject to change without notice

"Recordak" is a trademark

• RECORDAK CORPORATION FF-6
415 Madison Avenue, New York 17, N. Y.

• Gentlemen: Send details on laundry and dry cleaner savings with Recordak Microfilming. No obligation.

• Name _____

• Position _____

• Company _____

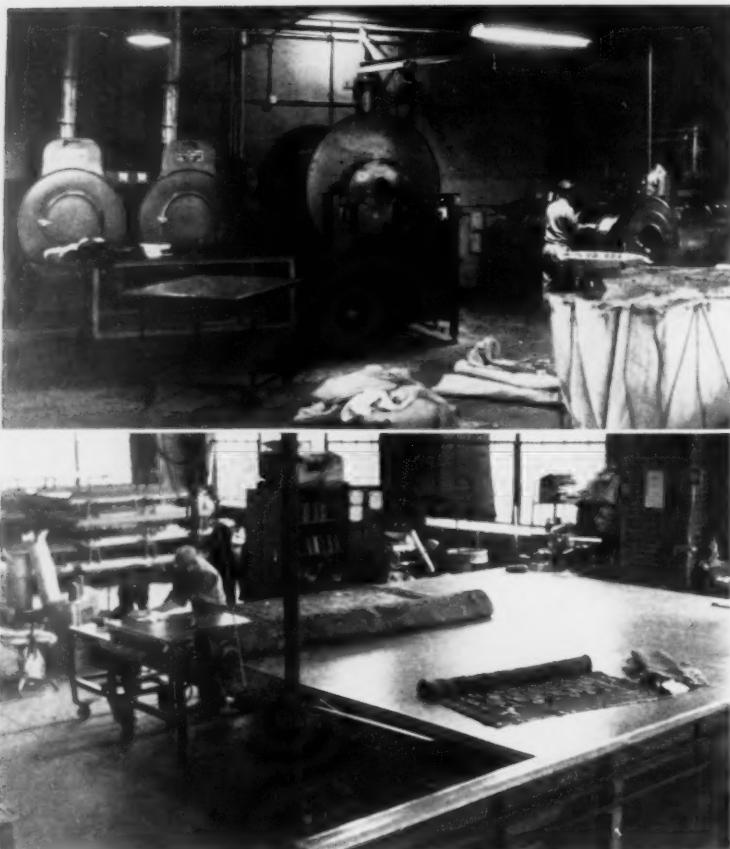
• Street _____

• City _____ State _____

RECORDAK

(Subsidiary of Eastman Kodak Company)

**originator of modern microfilming—
now in its 31st year**



Cotton washing section (top), consisting of washers, extractors and tumblers, handles all cotton rugs. Rubber-backs bypass tumbling; go to regular dryroom via conveyor chute. **Repair department** (above) is well equipped with binding and serging machines. Large table is for tack-out work.

Continued from page 36

The separate two-story structure contains approximately 30,000 square feet on the main production floor area, with the second-floor dryroom and storage areas accounting for some 10,000 additional square feet. One thing is sure . . . this operation has plenty of floor space, with wide aisles between equipment affording easy movement of rug dollies.

According to Bert Struck, manager of the rug cleaning department, his firm's investment in rug cleaning equipment (much of it fairly new) runs between \$100,000 and \$200,000. This, admittedly, is much more of an investment than is needed to enter this field on a modest basis.

The principal pieces of equipment include a pair of inclined measuring and inspection tables, a 19-foot dusting machine, a 19-foot six-brush automatic shampoo machine, a 19-foot 165-pole conveyor dryroom, a 19-foot rug rolling-wrapping machine, and a well-stocked repair department containing two serging machines, two binding machines and two heavy-duty sewing machines.

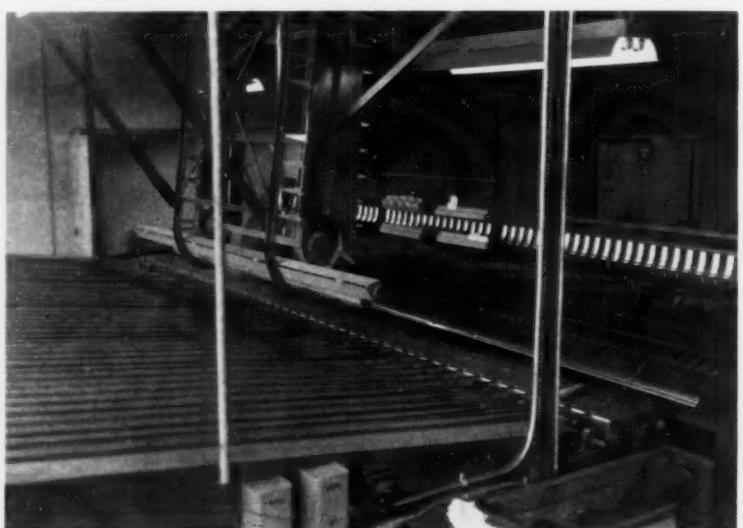
A separate cotton rug washing setup, situated in a corner of the main floor, includes one 400-pound washer capable of handling up to 18-by-24-

foot cotton rugs, a 35-pound washer for scatter sizes and fugitives, a hydraulic extractor, a huge special pre-conditioning tumbler, and a pair of 125-pound drying tumblers. All hard-backed cottons, however, bypass these tumblers because of possible damage in spinning and deterioration of rubber content from excessive heat. Instead, these are sent up to the regular dryroom.

This is an operation where a minimum of personal physical effort is required to move the rugs through the production cycle. Unlike laundry bundles, heavy rugs are far from simple to handle without undue strain. Immediately upon arrival at the plant—the trucks come right into the building—soiled rugs are unloaded onto dollies carrying signs denoting type and classification. Next, the rugs are inspected and measured on either of two inclined, conveyor-belted tables.

A novel feature of these tables is their measuring system. Each table has width markings ruled on permanently at the base, easily noted by the operator. An electric eye is situated about one-third of the way up the table and when the trailing edge of the rug passes over this eye, the table stops automatically. The operator then glances at a meter at the side of the table which designates the length of that particular rug. Measurements are important because prices are pegged on a per-square-foot basis.

By pushing a button, the operator starts the belts in motion again and the rug falls off onto a dolly at the rear of the table. From that point the rugs are pushed into a horizontal conveyor trough running to the rug dusting machine. *Continued on page 67*



Stretcher-bar conveyor, shown here at tape retarding table at descending end of dryroom conveyor, carries weights back across room to ascending portion behind automatic washer. Rug roller-wrapping machine can be seen in background



**no question
of perfect control with**

LESTOIL

LIQUID DETERGENT

COST CONTROL

Instantaneous wetting and soil removal allows **shorter washing formulas**. Minimum frictional action and less bleach and alkali help maintain tensile strength — give **added life to customers' linens and your nets**. LESTOIL keeps soap and alkali active — prevents redeposition of soil and lime soap — **eliminates re-runs**. Added loads per day and reduction of net replacement costs mean greater wash-room economy.

QUALITY CONTROL

LESTOIL (5 ounces per 100 lbs. dry weight) with regular or one-shot formulas produces quality laundering that pays off in profits and customer satisfaction. Every load is fresh, clean, sweet smelling and stays that way even through long periods of air-tight storage.

Take advantage of our offer to send you at our expense, a working sample so you can try LESTOIL under normal plant conditions . . . so you can determine for yourself that LESTOIL laundering is **controlled laundering**.

For Information:

call your nearest supplier or write for a generous free sample to.

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HOLYOKE, MASSACHUSETTS

Serving the Laundry Industry for twenty-three years.

**LESTOIL
GIVES YOU A
BETTER BREAK**



Linen men and their ladies at annual banquet which climaxed four-day program of fun and fact finding at Shamrock Hilton

Linen Suppliers Seek New Ways To Keep Growing

Forty-sixth annual convention-exhibit
draws 689 to "idea roundup" in Houston

A HIGHLY STIMULATING program built around the theme "How To Keep Growing" attracted 689 members, allied tradesmen and guests to the forty-sixth annual convention and exhibit of the Linen Supply Association of America. It took place at the

Shamrock Hilton Hotel, Houston, Texas, May 4-7.

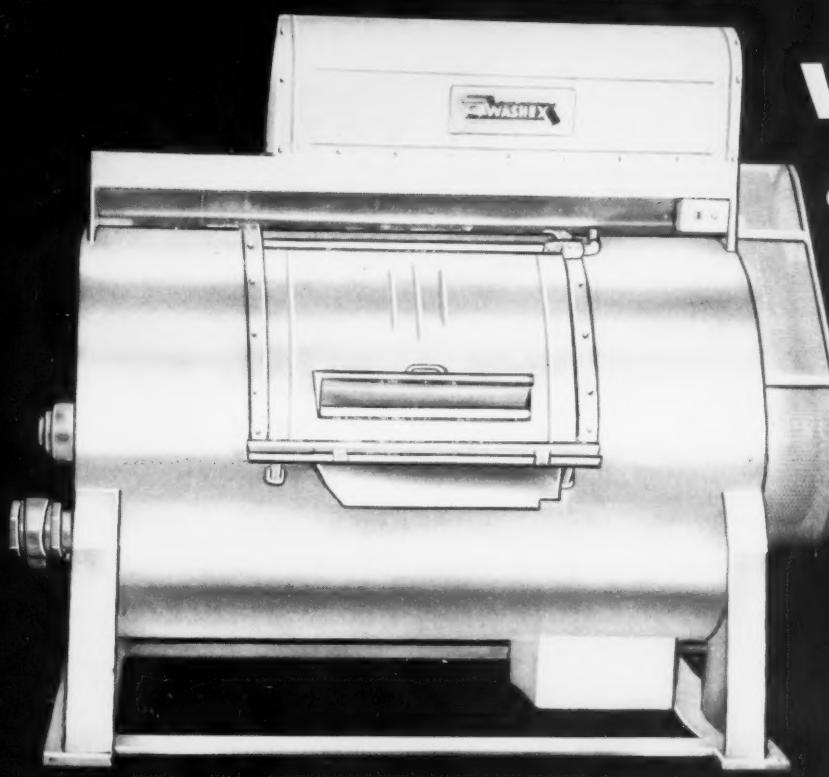
It's not likely that anyone came away without at least one new business-building idea, since the four-day program was studied with nearly two dozen topnotch speakers—all experts

in their particular fields. Some of the suggestions as to how to keep growing were outlined as follows:

1. Through developing more creativity. Dr. G. Herbert True, Notre Dame University, South Bend, Indi-



It's True—Dr. G. Herbert True, that is—who enraptured audience with one-man show on "How to develop more creativity!"



WHAT?

consistently

1200 POH*

in a

washroom?

YES, THAT'S RIGHT!

WITH WASHEX *for Laundry*

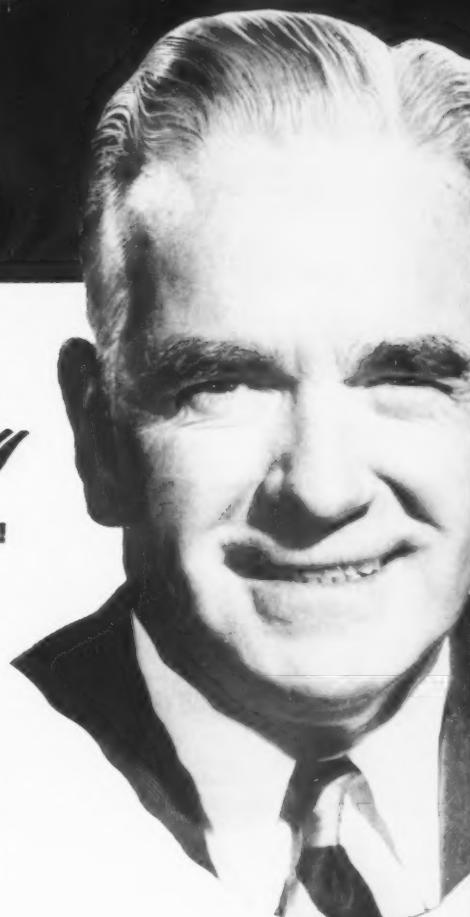
1200 POH* IS AN EASY ACHIEVEMENT!

For it takes one man only 8-10 minutes to load and unload 300 lbs. of netted work** — all extracted — ready for finishing. Add to it time for preparing the work plus for "taking a breather", and it becomes obvious why with WASHEX it is so easy for one man to wash-extract 1200 lbs. per hour, and do even better.

*Pounds per Operator Hour

**Loose work takes slightly longer

Find out how to slash your washroom labor and supply costs! Just clip this ad to your letterhead and mail it to us. No obligation of course.



WASHEX MACHINERY CORPORATION
192 BANKER STREET, BROOKLYN 22, N.Y.



MAX H. STETTNER

College Linen Supply

Max H. Stettner

Penn Coal and Apron Supply
Co., Inc.
Allentown, Pennsylvania

COLLEGE LINEN SUPPLY, as the term is used here, refers to service given individual students by individual package based on an annual charge.

It is a fast-growing market (thanks to the nation's emphasis on the need for higher education) and one worth investigating. But it does take time and effort.

The linen supplier going after this business for the first time will find that some colleges have their own laundries. And even if the colleges did want to give it up, the administration is reluctant to forego the income derived from this source. Another possibility is that the student has already availed himself of some other facility. Usually, a college provides some poor service which the linen supplier can improve on.

Our "college bundle" consists of two sheets, a pillowcase, two turkish towels and two face towels. We average \$26 per student per year.

The linen supplier should find out if the linen service is part of the tuition. Or if it is charged separately. Then after four years experience he can present a better case for mandatory decree . . . four years because the greatest potential for new accounts is the freshman class. And its members are inclined to remain customers as they progress to upper classes. (Sales results are negligible in approaching sophomores, juniors and seniors who have never subscribed to linen service before.)

In servicing these student accounts the linen supplier can deliver and pick up the work himself or hire student linen agents. We prefer using agents since the work can be dropped off at one point for distribution. It also provides scholarship students with a supplementary income.

Ideally, the student agent should have about 50 customers, since most student agents will not work on a commission for 10 or 20 customers. The job also requires detail paper work in keeping track of moves, eliminations, drops, etc.

The first week of school is the most critical between hiring, insuring and signing up new customers for the following year. Plans must be prepared well in advance.

ana, gave a firecracker presentation using slides and gimmicks on "How to get other people to do your thinking." While there is a tremendous need for all kinds of ideas, he felt that employers were just not making the best use of the people about them. A survey of Detroit Edison employees, for example, revealed that 74 percent didn't think management wanted their ideas. He warned that there was no correlation between ideas and age, experience or formal education. And saw danger in trying to shape people to the mold of conformity.

2. Through continued research. Jack A. Quigley, Chicago Towel Co., Chicago, chairman, Research Committee, told why the LSA's research program was inaugurated (to keep pace with changing conditions) and outlined some of the association's policies in this regard.

Dr. Leo J. Shapiro, Leo J. Shapiro and Associates, Inc., Chicago, expressed the opinion that the *linen supply industry could look forward to 2 or 3 percent sales increases each year or 43 percent gain in 10 years taking the long-range picture*. He saw linens losing ground in restaurants; industrial usage growing. He found that while people favored linens generally, some questioned the sanitary

aspects. He also thought that talking to architects and keeping them informed was a valuable precaution in making sure linen supply facilities were not "designed out" in new buildings. So far as uniforms were concerned, he suggested suppliers might fit these to the individual customers. "People want to look well in them and this requirement is not being met at present."

An interesting sidelight on Mr. Shapiro's consumer studies was his use of cards with photos of products and brief descriptions of each. These were used to determine product potential. The cards were shown one at a time and the customer asked to hold out ones he might have use for. Surprisingly enough, a number of those surveyed wanted to know where they could get certain of these products.

Dr. E. L. Kreidl, Arthur D. Little, Inc., Cambridge, Massachusetts, suggested a careful evaluation of the industry's real needs as a means of improving research. For one thing, he couldn't see that automation was the answer to the industry's problem so long as the cost is prohibitive to the individual plant operator. He felt the necessity for pinpointing the industry's needs and bringing them to the attention of the manufacturers and suppliers.

Continued on page 44



Research panel was moderated by immediate Past President Jack A. Quigley



Speakers on better customer control and linen conservation were introduced by Director Joseph Schuch

they're talking about



"My customers like the bright, white work."



"Less labor needed ... saves time."



"It's easy to use, gives controlled results."

new **AD-DRI Bleach**

Ad-Dri gives you controlled bleaching which assures maximum whiteness retention with minimum tensile strength loss.

Ad-Dri cuts time-loss, too. All you do is open the drum, measure the amount you need in the handy Dri-Ader cup, add it *dry*, directly to the washer, and your bleaching job is done. And there's no mixing, no messing, no breakage.

With old style bleaches, you have to prepare your bleach solution—a messy, time-consuming chore—and when you are through, you've wasted valuable time that could have been spent more profitably.

Whether your operation handles family, industrial, or diaper laundry, you'll find that Ad-Dri will get washes brighter—keep customers happier. It's the *right* bleach, in the *right* amount, in the *right* strength, every time.

See your supplier for further information, or write us.

Packed in 100-lb. Leverpak drums, New Ad-Dri Bleach...

- is added dry to the bleach suds
- is added dry—right from the drum
- is easily measured out in the handy Dri-Ader cup



AD-DRI® is a trademark



OLIN MATHIESON CHEMICAL CORPORATION
INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.

5563



Home Linen Service

Robert V. Viner

Standard Linen Supply, Inc.
Arlington, Virginia

THERE IS a tremendous potential for home linen service and the advantages to the supplier are clearly evident:

1. It lends security to the business.
2. There is no lost merchandise to contend with since the customer pays an initial deposit — which at our plant amounts to four times the weekly rate.
3. There is no abuse of linen in private use.
4. The service is rendered entirely on a cash basis.

The customer signs up for the service for a minimum of four months. He agrees to pay a flat rate regardless of linen usage and the work is handled on a bundle system. The linens are replaced as they wear out at no extra cost to the customer.

About 60 percent of the business is in sheets, pillowcases and towels; there is little demand for table linen. We have put better material into use for home service but it hasn't had any noticeable effect on sales...

Some prospects would like to take advantage of the service but there's a question of what to do with the linens they already have. To sell these prospects, the supplier must make his approach well in advance—as much as 18 months until the inventory is made up. (One West Coast operator gets one inquiry a week on home linen rental service as a result of a direct-mail promotion sent out four years ago.) We are toying with another idea which would work in this manner: The customer tries the service for one month. If he likes it, we'll buy his "dead" linen.

We do not have any problem with customers who try to replace their linen with ours. All our linen is marked. Any work in the bundle not so identified is returned to the customer still soiled.

Pickup and delivery is made once a week on a regular schedule. The salesman doesn't go back a second time on an incomplete call unless the customer pays \$1 for the extra service.

Continued from page 42

3. Through better financial controls and administration. Dr. Ezra Solomon, University of Chicago, discussed some alternative approaches to the problem of evaluating investment worth. He opined that the standard accounting method used for tax purposes was unrealistic; favored the discounted cash-flow method which takes time and shape into account and pays attention to expected return. He suggested that the progressive business manager would use both methods. When questioned on the matter of depreciation, Dr. Solomon felt that it means nothing to say, for example, a piece of equipment will pay for itself in 10 years. He thought it more important to know what to expect after that time had elapsed.

4. Through national concert of action. Maurice Maschke, Jr., Pioneer Linen Supply Company, Cleveland, Ohio, summarized and restated the policies of LSAA's National Affairs Committee and turned the meeting over to Stanley I. Posner, LSAA general counsel. Mr. Posner took a broad look at the national and international picture and saw, among other things, no extension of Wage and Hour coverage during this session of Congress. So far as economic prospects were concerned he thought the worst of the recession was probably over and business on the upswing. On the international scene, he felt Americans favored action but its allies are more cautious. He didn't think atomic warfare was likely but thought a limited war possible.

5. Through better linen conservation. Burton B. Goldsmith, Sanitary Linen Service Co., Miami, Florida, told of the wide number of booklets and promotional material available on the subject through the LSAA offices and gave a rule of thumb for determining the amount of attention that should be paid this subject. One man for every \$500,000 a year volume should be assigned to the linen conservation task.

6. Through improved production methods. Dr. Pauline Beery Mack and Dr. John A. Balog, of the Texas State College for women, outlined some of the current and future research being done on detergency, linen specification, bleaching, mildew removal, water reuse, etc.

Peter V. Pano, LSAA production and business management engineer, presented a film report on the use of slings in three linen supply plants. In one case burlap slings were used to



Hospital Selling Plan

Robert Gordon

Community Linen Rental
Service
Los Angeles, California

THE HOSPITAL MARKET offers a good potential for linen suppliers who are willing to learn something about it.

There are 12,000 hospitals, sanitaria and nursing homes in the United States having a total capacity of two million beds. Every 24 hours the used-linen pile is getting bigger and bigger. This is a \$700-million-a-year market, yet few plants have gone after it.

One reason for this is the apparently wide array of special sheets, wrappers, covers used by hospitals. But in investigating the typical hospital bundle we found that these specialty items represented only 10 percent of hospital work. And that 95 percent of these items could be standardized for rental service.

We supply everything but blankets, curtains or items that might be considered decorative.

We operate on the hospital demand system and charge by the pound on clean delivered weight. The work is not counted on pickup or delivery. We get a 30 percent annual return on our investment.

In selling this market you must learn something about hospital terminology and its problems. While hospitals may seem to be calm and quiet from the exterior, they are in reality very frantic places with the administrator right in the thick of it. Use the "shoe leather" approach. Find out what his problems are and then suggest benefits which can result from using rental service. For example, one approach might be "Mr. Administrator, how would you like to buy linens that don't wear out?" Or, "How would you like to gain some valuable space? Or reduce boiler demand?"

In summary, the best way to sell this market is (1) find out what's in the hospital bundle, (2) determine costs, and (3) sell the benefits of the service.

THE information given here on College Linen Supply, Home Linen Service and Hospital Selling is based on notes taken on presentations made by Messrs. Stettner, Viner and Gordon during the session on "How to keep growing through new (and slightly used) ideas." —Editor

REG. U. S. PAT. OFF.
Just one strip of SCOTCH Cellophane Tape
BRAND

... seals the bag

... holds the ticket

... makes a
handle



Here's the easiest way to package shirts for your carry-out customers. Use transparent "SCOTCH" Cellophane Tape to seal the kraft bags, attach invoices and make convenient carry-out handles. Fast? "SCOTCH" Brand has been proved 3 times faster than string, twice as fast as gummed tape. And you actually save up to 40% or more over other sealing methods because "SCOTCH" Brand sticks at a touch to paper, polyethylene or cardboard.

REG. U. S. PAT. OFF.
SCOTCH
BRAND

Tapes for the Laundry Industry

"SCOTCH" IS A REGISTERED TRADEMARK FOR THE PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 6, MINN. EXPORT: 39 PARK AVE., NEW YORK 10, CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

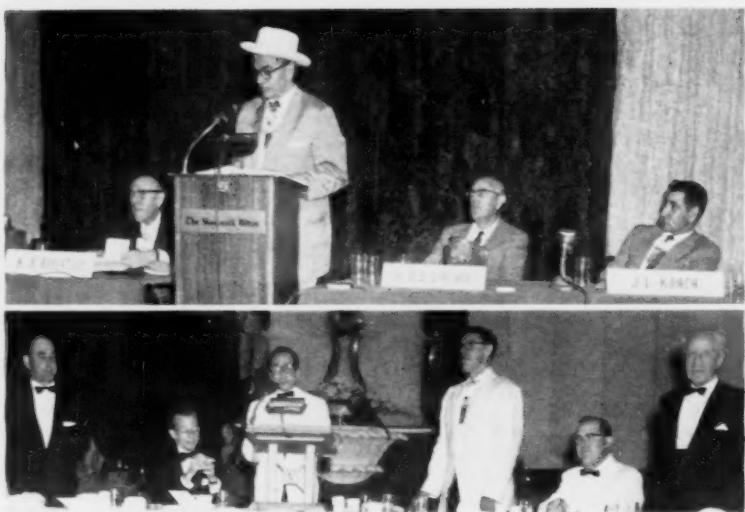
... WHERE RESEARCH IS THE KEY TO TOMORROW



facilitate the handling of soiled linen from hand trucks into washers. In another, a sling was used in place of a basket in the extractor. It was said to speed up starts and stops, require less power, increase capacity and take up less space. A third sling arrangement facilitated the loading of extracted work from a hand truck into a tumbler.

7. Through new and slightly used ideas. A panel of four speakers tackled this tangent. Excerpts from the talks of Messrs. Stettner, Viner and Gordon are given elsewhere in this convention report. Robert Maslow, Standard Coat, Apron and Linen Service, Inc., Brooklyn, also brought the members up to date on a plan described several years ago which his company uses to increase route salesmen's responsibility. The company has done away with route make-up girls (because they didn't seem to have the customers' interest at heart) and now 14 men spend approximately one-half to three-quarters of an hour daily putting up their own routes. The work is checked out by an inspector in supermarket style as the route salesman leaves the make-up area.

8. Through better customer relations. J. Fred Vollmer, vice-president, Stouffer Corp., Philadelphia, representing the restaurant field—fourth largest industry in the United States—expressed the opinion that linen sup-



Top: Employee relations panel is introduced by President Lawrence C. Kline. Above: Installation ceremonies are conducted by LSAA Secretary Sam Shapiro, at podium. Standing, left to right: Vice-President Joseph Robertson, President Larry Kline and Treasurer Samuel Miller. Featured speaker Eric Johnston is at left of podium

pliers would do well to work more closely with this industry by attending their conventions, getting to know their problems and helping them where possible. Restaurants represent a terrific investment, he said, since it costs about \$1,000 a seat to open one.

9. Through better employee relations. Dr. A. Q. Sartain, Southern Methodist University, Dallas, pointed

out some of the things that make people tick and tried to indicate what they mean to employers. He felt that improved communications (particularly television) have led to a better understanding of the world about us and that the 1958 person shouldn't be underrated. Some of the things employers in general overlook are: (1) everybody needs to be needed; (2)

Continued on page 66

Linen Suppliers Tour Unusual Hotel Laundry

EVER HEAR of a hotel laundry that operates retail routes? Well, the Shamrock Hilton Hotel, Houston, Texas, has just such an operation, with eight routes serving the residential areas around it.

More than 100 linen supply conventioneers took advantage of the open invitation to tour the plant during their stay at the Shamrock.

The plant is managed by Jim Vogelsang, a man with many years of commercial laundry experience behind him, and who is chiefly responsible for the success of this novel development.

Mr. Vogelsang joined the organization four years ago and in short order brought about some impressive changes. To start with, he cut the laundry staff down from 165 employees to 100 immediately when he found almost everyone had a helper. (Today, the laundry operates with a closely knit team of 89.)

Knowing every job in the plant he trained and re-trained employees. He set up a schedule to provide 650 uniform changes a day, linens for the hotel's 1,000 guest rooms, and same-day valet service for its guests.

Once this was accomplished the plant went after outside work to make fuller use of equipment capacity.

When the hotel was first built, it stood in the prairie

out away from everything. Since then, Houston has undergone tremendous growth and residential areas have encircled the hotel proper, making a natural market for laundry and cleaning service.

At the present time the Shamrock laundry does about \$4,500 worth of laundry and \$3,500 in drycleaning each week. This includes the work brought in by its eight routes, each of which averages \$550 a week in sales during the course of a year. This means that the hotel gets its linens, drapes, blankets, etc., done free and still makes a profit on its laundry operation.

Shirts are a major item of production. The plant does 10,000 of them a week. Of this number about 2,000 are hand-finished. Guest shirts are returned in individual polyethylene bags, separated by tissue paper and boxed in a shell enclosed in green wrapping paper. Cost to guest: 45 cents for a plain dress shirt. There's a price differential on shirts delivered outside the plant and diamond-shaped cellophane sheets are used for packaging instead of poly.

The same equipment is in use now as was used four years ago except for the addition of a small-piece folder. All the drycleaning is processed in a 30-pound unit. The plant operates from 7:00 a.m. until midnight seven days a week.

New Fender Cloth cuts supply costs in half



Under everyday hard usage, fender cloth of 100% Acrilan® outlasts old-style cloth at least 4 times!

Battery acid, hot trouble-lights, grease, oil, and constant washings. It's this tough, rugged grind that eats the life out of your ordinary fender cloths so fast. And it's exactly under these everyday rough in-service conditions that new fender cloths of 100% Acrilan prove such a tremendous buy. Because they can take it longer . . . and better . . . than other cloths you can use!

Here's why fender cloths made of Acrilan, the acrylic fiber by Chemstrand, are virtually garage-proof. Resistant to acid, heat, scor-

ing, shrinking. Washing easily, staying pliant, seldom needing mending. And though they initially cost more than your old-style cloths—on a cost-wear basis, you save plenty: *a fender cloth of 100% Acrilan will still be going strong when you've replaced that ordinary one for the fourth time!*

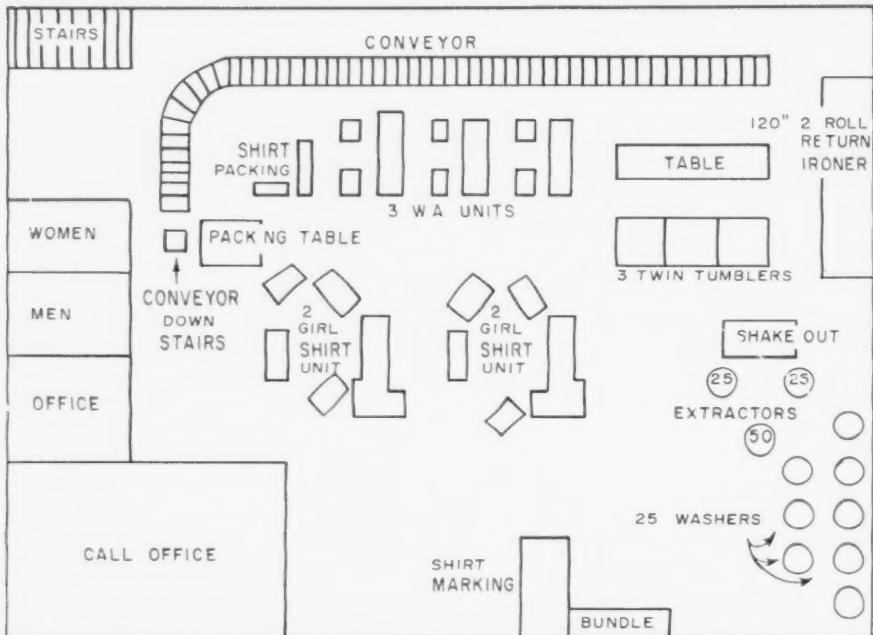
Why not investigate these new long-lasting fender cloths of 100% Acrilan for yourself? See how they can help make your operation more profitable. For full details, contact your industrial laundry supplier, or write:

A
ACRILAN
ACRYLIC FIBER BY CHEMSTRAND®

THE CHEMSTRAND CORPORATION

GENERAL SALES OFFICES 350 FIFTH AVENUE, NEW YORK 1, N. Y. • DISTRICT SALES OFFICES 350 Fifth Avenue, New York 1; 31½ Overwood Road, Akron, Ohio; 197 First Avenue, Needham Heights, Mass.; 129 West Trade Street, Charlotte, N. C. • Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala.; CHEMSTRAND® NYLON—Panama City, Fla.

Layout shows how work flows around Sudz-it's 3,750-square-foot plant area



Model Package Plant Finds . . .

Simple layout makes for efficient, speedy workflow

By RICHARD VINOCUR

SIMPLICITY IN LAYOUT has produced a fluid and efficient workflow for Sudz-it, Inc. in Ayer, Massachusetts.

The plant has been servicing the people of Ayer for the past four

years. And plant manager Ken Munro says that in those years he couldn't have asked for a better system of workflow.

The philosophy in Sudz-it's layout is "what goes in must come out." Ev-

erything that is brought into the plant travels in a straight line from the marking department to the packaging department.

The marking tables are next to the route salesmen's unloading door. Two girls work in this department. One girl handles the shirts; the other marks in the family bundles. Except for shirts, the bundles are kept intact at all times.

If a bundle entering the plant weighs between 20 and 25 pounds it is washed loose in one of the plant's eight 25-pound washers. Smaller bundles are combined to bring the load up to washer capacity. In such cases the smaller of the two bundles is netted and the other washed loose.

The plant has two 25-pound extractors and one 50-pound extractor facing the washing department. Following the extraction, the bundles are placed in a shakeout tumbler. They are then removed and separated. The flatwork is handed to the girls at the flatwork ironer along with a flag identifying the bundle.

Wearing apparel is placed in a polyethylene bag and then put into a cardboard box. After the towels are put



Large pylon adds dramatic touch to plant exterior. Sudz-it sign can be seen several blocks away



L. BRANN, R. C. LAWCH AND L. LAWCH of the New Method Service Co., Inc.



THE NEW METHOD SERVICE CO., INC. in Staten Island, N. Y.



THIS NATIONAL SYSTEM mechanically certifies each claim check and assures proper records.

"Our *National* System saves us \$1,950 a year... pays for itself every 11 months."

—New Method Service Co., Inc.
Staten Island, N. Y.

"Our new National System makes it possible for us to provide our customers with faster, more efficient service," writes L. Lawch, President of the New Method Service Co., Inc. "In this way our National has greatly increased customer good will for our store."

"Our National makes important time-savings for us by certifying each claim check on the register at time of transaction. And it saves money for us, too, by eliminating cash shortages. Separate clerk's

totals and a separate cash drawer for each clerk enables us to locate discrepancies immediately.

"By increasing our record-keeping efficiency and reducing operating expenses, our National System saves us at least \$1,950 a year, pays for itself every 11 months!"

Your business, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)



Lou Lawch
President of the
New Method Service Co., Inc.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • HELPING BUSINESS SAVE MONEY

*TRADE MARK REG. U. S. PAT. OFF.
National*
CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES
NCR PAPER (NO CARBON REQUIRED)



Marking department handles shirts and family bundles separately. Washroom can be seen in the background

into twin tumblers and folded, they are placed on the bottom of the box. The box is set on a roller-type conveyor. After the two girls working on the 120-inch flatwork ironer have finished processing the sheets, they return them to the proper cardboard box.

As soon as several other orders are lined up on the conveyor, the box rolls down the line and is picked up by one of three girls working on wearing apparel units. After finishing the wearing apparel, the girl returns the work to the box on the conveyor.

The boxes travel to the end of the conveyor where they are checked and wrapped. The package is then placed

on another conveyor which carries the finished order to the basement storage area from which the drivers load in the morning.

Shirts are processed on two 2-girl shirt units and are packaged separately. If a bundle has shirts, the top half of the invoice is torn off and travels with the shirts. If not, the invoice remains intact and follows the bundle through the plant. Splitting the bundle in this way enables whichever part of the order is ready first to be packaged and sent down into the drivers' room without waiting for the other section and holding up the flow of work. This arrangement has worked particularly well and has pre-

vented snags in the operation. Sudz-it does about 6,000 shirts a week.

It's pure and simple, says Mr. Munro. The system allows the work to stay together and flow through the plant as a unit. There is no dispatching of work to separate departments. And as a result there is no need for assembly after the work is washed and processed. Mr. Munro is also happy that the system works smoothly.

"We are able to get things out in a hurry and customers are especially happy with the 48-hour service on the routes we give them on laundry bundles," Mr. Munro emphasizes. Cash-and-carry customers find that over-the-counter work that is in by 10 is out by 5.

Some extra benefits

Another asset to the system is that lost pieces are almost nil. Because the bundle stays together most of the way, it is a rare situation to find a piece missing from the bundle.

Breaking in new help is a cinch with Sudz-it's setup, points out Ken. The layout is so simple that a stranger can see the workflow within several minutes of watching the work move in and out of the plant.

Of course, there were several minor flaws in the operation which were eliminated upon observation. At first the girls working on the wearing apparel units tried to handle more than one box at the conveyor at a time. But they soon realized that doing this only confused the flow of work. Other snags were corrected, and now Mr. Munro feels that he has a model package laundry plant.

Sudz-it was originated because of a lack of laundry service in Ayer. There had been one laundry in town about 20 years ago, but it had not been able to make a go of it. Russ Munro, Ken's brother, owned a dry-cleaning plant on the other side of town. The plant handled about 2,000 shirts each week on a 2-girl shirt unit. Volume started to rise and the dry-cleaning plant, Kleenit, was too short on space to add an extra shirt unit.

So the two Munro brothers decided that it might be profitable to open a package plant which would also handle family bundles.

After a weekly average of \$900 for the first year, business started to grow and today the plant averages about \$2,700 and it employs 18 persons. Sudz-it cashes in on the three route-men from the drycleaning plant who also pick up laundry bundles. Should business continue to blossom as it has been doing, Ken figures to reach his capacity volume of \$3,500 weekly within the next two years. □□



Family bundles are kept intact in boxes which travel down long roller-type conveyor



JOIN Starchroom Laundry Journal's

\$10,000 PARADE OF PROGRESS

IN YOUR OWN WORDS, JUST TELL US HOW YOUR PLANT

INCREASED SALES

Since January 1957

\$3,000

1,500

500

1st PRIZE

2nd PRIZE

3rd PRIZE

\$3,000

1,500

500

IMPROVED PRODUCTION

Since January 1957

Why We Are Sponsoring the Contest

Alert, progressive laundry people are making real money by increasing sales and operating at lowest possible costs. They have a wealth of success stories to tell . . . and by putting up the dough in our "\$10,000 PARADE OF PROGRESS" Contest . . . we're encouraging them to share their know-how and success with every plant in the industry. Our purpose is as simple as that.

How To Get Started

Read the contest rules. Check your plant's sales and production records. Determine what was done that resulted in more sales or bigger production since the first of 1957. Submit as many stories as you wish on either or both subjects—increased sales or improved production. Pay extra special attention to Rule No. 4—the four important points to be covered in your stories. Tell what you wanted to do, your plans, what you did, and what was accomplished. Pay extra special attention to Rule No. 9, too, which explains the factors on which judges will select winners. *Illustrations, which should accompany your stories, will carry a lot of weight with the judges.*

How To Handle Your Entries

Without worrying about literary talent, put your stories on paper. Make them complete, accurate, clear. Attach each story, with its illustrations, to an official entry blank and mail complete to "\$10,000 PARADE OF PROGRESS" CONTEST, STARCHROOM LAUNDRY JOURNAL, 305 East 45th Street, New York 17, N. Y., postmarked no later than midnight, July 15, 1958.

Make a Strong Industry Stronger

Don't put off getting started. By entering the JOURNAL's "\$10,000 PARADE OF PROGRESS" Contest, you'll be making a strong industry stronger . . . and you'll stand a good chance of winning as much as \$3,000.

Who Can Compete?

Every individual who owns or is employed in a laundry plant subscribing to STARCHROOM LAUNDRY JOURNAL as of July 15, 1958, the contest's closing date, can compete. In judging entries, type of plant or size of volume will not be factors.

SAMPLE POINTS YOU CAN MAKE IN YOUR STORIES ON

Increased Sales:

- Added branch stores
- Added or expanded routes
- Improved training programs
- Improved claim policy
- Further improved quality of work
- More effective advertising and promotion
- Maintained better sales control
- More efficient sales management

Improved Production:

- Built greater production in same plant
- Put in new equipment
- Built new plant
- Improved plant layout
- Increased output per operator hour
- Modernized plant
- Achieved better quality control
- Used new methods, new procedures
- Introduced mechanization

If you have any questions about the Contest, or want any help in interpreting Contest rules or on other factors, just write or phone the JOURNAL! OREGON 9-4000

RULES & ENTRY BLANK



TO ENTER THE "\$10,000 PARADE OF PROGRESS" CONTEST—

Just Follow These Simple Rules

1. Any person, 18 years of age or older, employed full-time by an establishment which is a paid-up subscriber to STARCHROOM LAUNDRY JOURNAL as of July 15, 1958, is eligible to enter the contest, except that no employee of STARCHROOM LAUNDRY JOURNAL or any of the firms from which the panel of judges is selected will be eligible.
2. Awards will be made to individuals who sign and submit the winning entries. Not more than one cash prize will be awarded to employees of an establishment or a group or chain of establishments under common ownership. In the case of a tie, duplicate prizes will be awarded.
3. In 2,500 words or less, write the following story or stories:
 - A—"HOW OUR PLANT INCREASED SALES"
 - B—"HOW OUR PLANT IMPROVED PRODUCTION"
4. Individuals may submit as many entries as they wish in one or both categories. Each entry must cover the details on these four important points:
 - (a) The sales or production objective
 - (b) The plans that were made to achieve it
 - (c) How the plans were put into effect
 - (d) Specific results
5. Entries must tell the story of sales or production progress achieved between January 1, 1957, and July 15, 1958.
6. Entries must be typewritten, double-spaced, on one side of the paper. Contestant's name, plant and address must be shown on the first page of the story and must be signed on the last page by the person submitting the entry.
7. Each entry must be accompanied by an official entry blank properly signed and stating clearly under which category the entry is submitted. If the contestant is an employee, the plantowner or an officer or executive of the firm must countersign the entry blank, verifying that facts, figures and elements in the story are factual.
8. Entries will be judged by an authoritative panel of leaders in the laundry industry, with technical assistance provided by the editor of STARCHROOM LAUNDRY JOURNAL.
9. Judges will NOT consider literary style but WILL weigh and consider:

(a) Conciseness, completeness and understandability of facts

(b) Contribution the program has made to the individual plant's progress

(c) Proof of specific sales or production results

(d) Quantity and quality of materials submitted to illustrate entries

EXAMPLES IN INCREASED SALES: Sample promotions (newspaper ads, direct mail, radio and TV commercials, truck and car-card ads, window and call-office displays, etc.) . . . pictures, charts and graphs showing sales progress, etc.

EXAMPLES IN IMPROVED PRODUCTION: Diagrams of floor plans showing more efficient layout and work flow, lot systems, production schedules . . . pictures, charts and graphs showing improvements in production . . . tables showing incentive plans, etc.

10. Decisions of the judges shall be final.

11. Persons submitting the best entries, in the opinion of the judges, will receive these cash awards:

A—INCREASED SALES	B—IMPROVED PRODUCTION
First prize	\$3,000
Second prize	1,500
Third prize	500

12. Each entry must be sent complete (story, illustrations, entry blank) with sufficient postage to "PARADE OF PROGRESS" Contest, STARCHROOM LAUNDRY JOURNAL, 305 East 45th Street, New York 17, N. Y., postmarked no later than July 15, 1958.

13. Entries cannot be returned. All become the exclusive property of STARCHROOM LAUNDRY JOURNAL, to be used in any manner decided by the publisher. Submission constitutes a release of the entry for editorial presentation, including contestant's name, company and all facts and figures.

14. The contest is subject to Federal, state and local regulations.

TO SUBMIT
AN ENTRY—
use this
form

(Attach One to Each Story You Submit—Extra Blanks May Be Obtained From the Publisher)

TO: The "\$10,000 PARADE OF PROGRESS" Contest

Starchroom Laundry Journal, 305 East 45th Street, New York 17, N. Y.

Date _____

Attached is my entry in your "\$10,000 PARADE OF PROGRESS" Contest. I am submitting it under the following category (check one):

HOW OUR PLANT INCREASED SALES

HOW OUR PLANT IMPROVED PRODUCTION

I certify that the facts, figures and elements in my attached entry were developed between January 1, 1957, and July 15, 1958, and that they are true, actual and accomplished.

SIGNATURE _____
NAME OF COMPANY _____

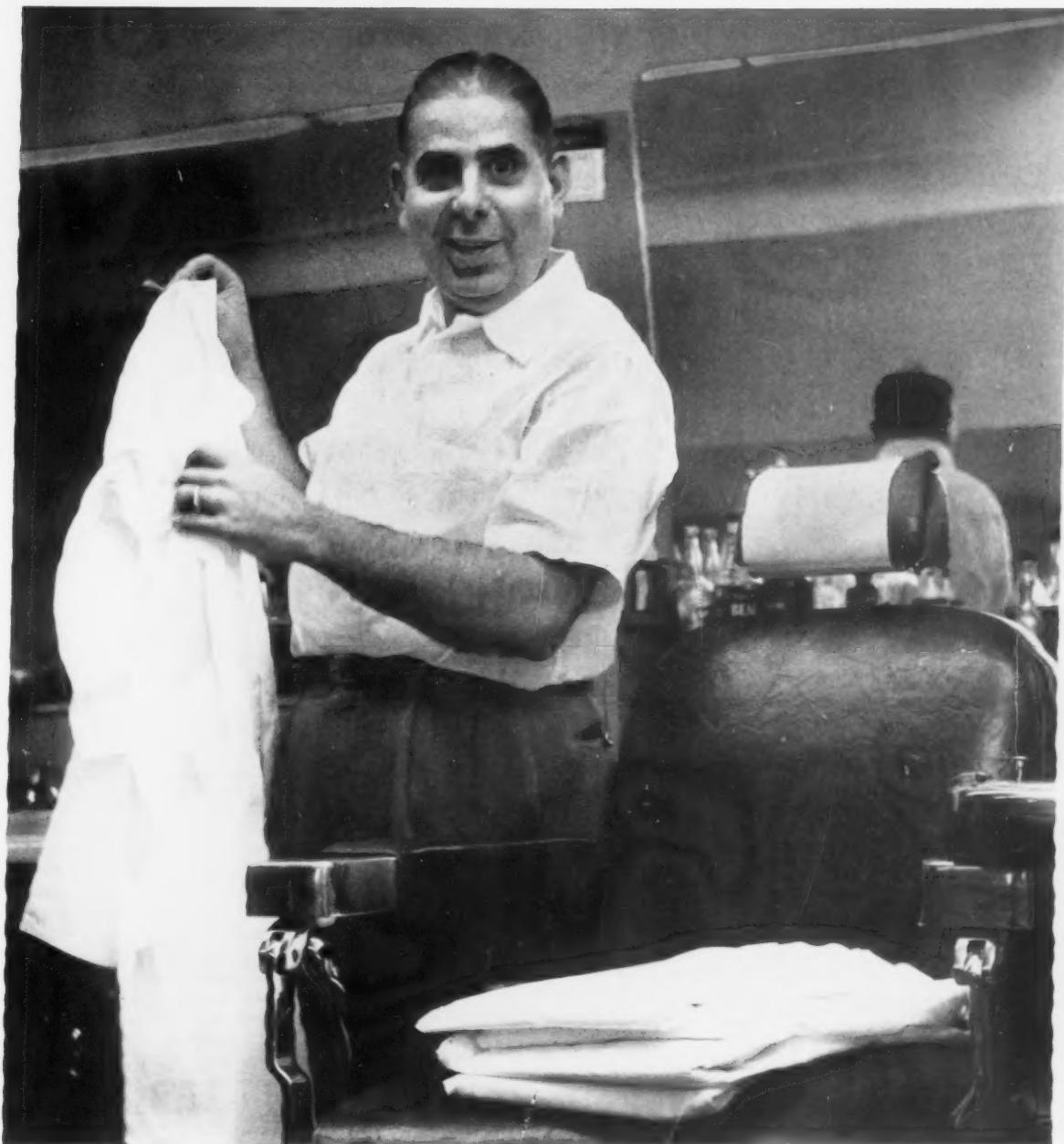
STREET _____ CITY _____ ZONE _____ STATE _____

Verification by Owner or Corporate Executive (if entrant is employee):

I verify that the facts, figures and elements contained in the attached entry were developed between January 1, 1957, and July 15, 1958, and that they are true, actual and accomplished. The Company hereby releases all of the material in the attached entry for use in any manner decided by the publishers of STARCHROOM LAUNDRY JOURNAL, including the use of all facts, figures and illustrations.

BY _____ TITLE _____

All Entries—Each With a Separate Entry Blank—Must Be Postmarked No Later Than Midnight, July 15, 1958



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Engineering Section

Can Furnace Explosions Be Averted?

Insurance company's article suggests training, education as best solution

By JOSEPH C. McCABE

Table I—Percentage of Failures Due to Human Failures

Cause	Steel Fire-Tube Boilers	Steel Water-Tube Boilers	Cast-Iron Boilers
Failure to clean	12.2%	25.0%	0.3%
Failure to maintain appliances or auxiliaries	3.0%	1.2%	1.0%
Failure to test and maintain control devices	53.0%	15.3%	28.7%
Failure to blow down properly	0.8%	1.1%	0.1%
Failure to maintain water level	13.8%	14.3%	9.3%
Failure to regulate properly	0.7%	3.5%	1.8%
External causes (blows, freezing, etc.)	1.7%	2.1%	4.5%
Totals	85.2%	62.5%	45.7%

THE PROBLEMS laundrymen have to tackle are legion. So when information comes along that applies to the industry across the board we like to get it into the right hands as quickly as possible.

The current issue (April 1958) of *The Locomotive*, published quarterly by the Hartford Steam Boiler Inspection and Insurance Company, Hartford 2, Connecticut, carries just such material. It is entitled "Most Furnace Explosions Can Be Averted," by W. H. Russell, and by special permission we shall quote liberally from it.

Some two years ago—October 1956—this same publication presented an article on the cold statistics behind boiler accidents. Out of this impressive publication we have drawn the accompanying illustrations and tables. As an introduction to the Russell paper we quote the conclusions from this October 1956 article:

"It is recognized that in very few instances can bare statistics be accepted at face value. It was pointed out previously that the statistics obtained from the accident-cause analysis plan are carefully analyzed in relation to other factors. It may be noted, however, that the statistics are useful alone if analyzed less from the standpoint of exact percentages, and more from the standpoint of indicated trends. From this point of view the study dramatically points out one of the most perplexing and troublesome problems which industry and business face today; that is, how to prepare the human being for our rapidly expanding technology.

"It appears that materials, machines and automatic controls have become more dependable than the human beings who are required to operate and maintain them. Whether or not tech-

nological development and its full impact have expanded beyond the understanding capacity of the average human being, whether there is just a time lag which will eventually be closed, or whether a psychological atmosphere of complacency and indifference has been created cannot be definitely established. The probabilities are that all three factors are involved.

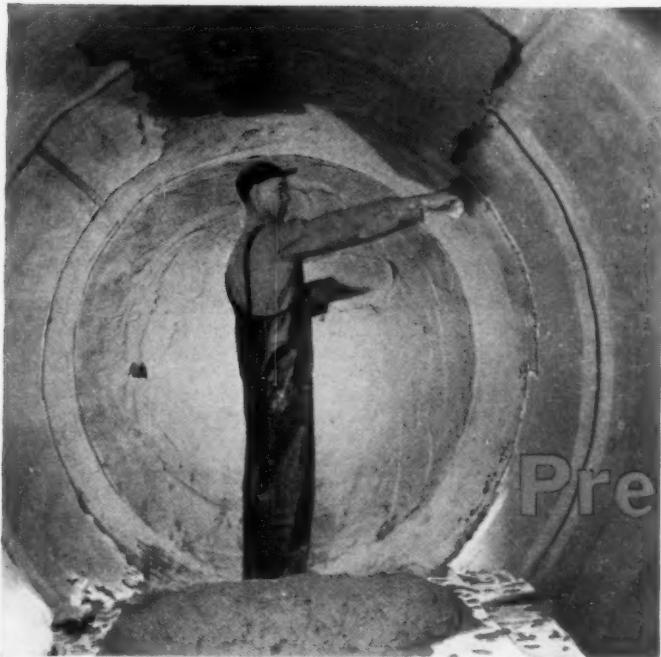
"In any event, the most likely solution appears to be more intensive training and education programs directed toward those who are directly

responsible for the operation and maintenance of power and production equipment of all kinds. While the primary responsibility for direct training and education lies with plant management or owners, the manufacturers of equipment, the insurance companies who insure and inspect it, and all others who have an interest also share some responsibility. For several years the company has been emphasizing this point of view in its inspection and engineering activities. Future studies of boiler-accident-cause trends

Table II—Cause of Failure Classification for Furnace Explosions

Cause	Liquid or Pulverized Fuel	Gas Fuel
Improper installation of automatic control devices	0.3%	1.8%
Improper installation of fuel burning equipment	1.5%	1.8%
Lack of flame failure protective devices	1.8%	4.1%
Improper or defective baffling	0.3%	..
Failure to clean	1.0%	1.2%
Failure to maintain appliances or auxiliaries	59.0%	38.1%
Failure to test and maintain control devices	16.2%	13.4%
Failure to ignite properly	10.0%	28.6%
Failure to regulate properly	1.4%	5.2%
External causes	3.9%	0.6%
Miscellaneous or unclassified	4.6%	5.2%
Totals	100.0%	100.0%

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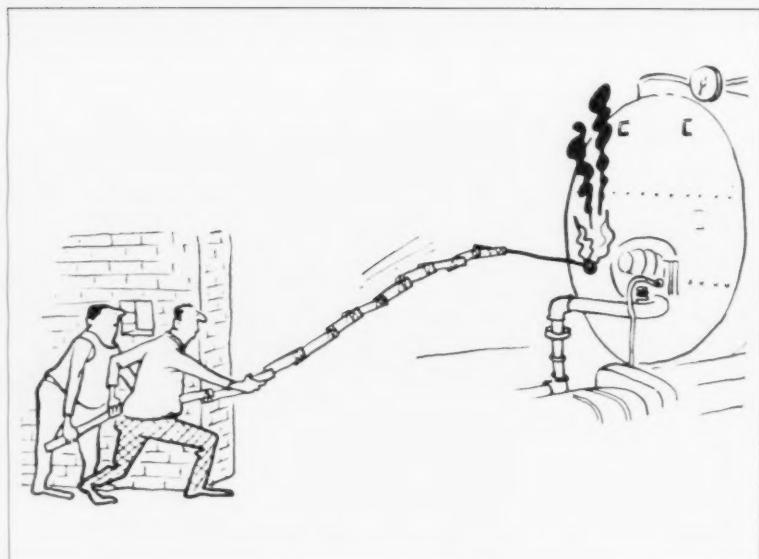
will indicate whether or not these efforts show desired trends."

To our way of thinking the laundry field is an excellent illustration of the points just made. When an insurance concern as prominent as Hartford recognizes that (1) sometimes the cause of an accident is difficult to determine, and further, that (2) the only lasting solution is direct training and education of operators, we feel it vital to pass along any operating aids that come our way. Fortunately the above insurance concern is as good as its word and has produced the following material in its April publication. We quote directly from the Russell paper:

Relationship with accident frequency

The sizes and services of boilers to be discussed are limited because most of the furnace explosions included in the study—two-thirds of them—occurred to heating boilers, the type nearest to the largest number of people. The largest number of accidents happened in schools, stores, apartments, office buildings and hotels, named in descending order of frequency. Of those boilers in other than heating service, about one-half were located in laundry and drycleaning plants. Less than 2 percent were located in large industrial and utility power plants. In these plants the frequency of furnace explosions is known to be low although causing relatively more damage when they occur.

This fact requires explanation. Operators of large boilers generally undergo long periods of training before they are permitted to operate them. They follow rigid schedules of control testing, equipment maintenance and operating practices, as a small mis-



Most furnace explosions occur during ignition

take might be catastrophic. Many operators of small boilers, however, accept automation as a substitute for training. They adopt no schedule of testing or maintenance, and allow the boiler to operate itself. Mistakes often occur.

Oil-fired boilers

Consider, for example, a typical small-boiler installation. The oil burner uses a lightweight oil, an electric spark is provided for igniting the fuel, and a pressure regulator or, perhaps, a thermostat starts and stops the burner. A flame-failure safety device is located in the breeching and consists partly of a heat-sensing element, known as a stack switch.

The latter device operates through an electric relay unit to stop the burner if heat does not reach the breeching within a minute or two after the burner starts, a condition which exists if the fuel does not ignite within a predetermined period of time. Moreover, it works by opening a safety switch when it stops the burner, making it necessary that the safety-switch reset button be depressed before the burner can be started again.

Such a boiler may run well enough except for the release of a small amount of smoke, and the typical owner disregards the smoke, since the unburned fuel in that smoke costs less than the services of a good repair man. In time, a mound of carbon forms in the furnace, and the smoke grows denser as more and more of the tiny drops of oil from the burner strike the growing mound before they burn. The ignition electrodes also become coated

with carbon. As the thickness of the coat increases, the ignition spark decreases in size and intensity.

Then, each time the burner is started, the oil probably will not ignite immediately. Worse still, it may fail to ignite at any time, allowing the furnace and gas passages to become filled with atomized oil before the safety switch can stop the burner. Unfortunately, in such an instance, coated electrodes do not always prevent ignition; they merely make ignition uncertain. If an unwary operator depresses the reset button under such circumstances a spark may explode the accumulated fuel. An effective precaution is to post, at the button, a sign stating:

Never use this button until the cause for the burner's stopping is found and corrected.

Ignition-cycle explosions

Many furnace explosions happen during the ignition cycle. In fact, accident records show that about 85 percent of the oil explosions do, and of this percentage, nearly 70 percent resulted from defects in the ignition system. Loss records indicate that the main causes of ignition system failures, in descending order of frequency, are carbon coating of electrodes, burning out and shorting of ignition transformers, cracking of ceramic electrode insulators, warping and burning of electrodes, and loosening of transformer leads or short-circuiting because of charred and cracked insulation.

Several other faults develop in ad-



Never repeatedly push the start button

Tests prove plants can increase output, lower costs with better steam trapping

by John W. Ritter, Test Engineer
SARCO Company, Inc.

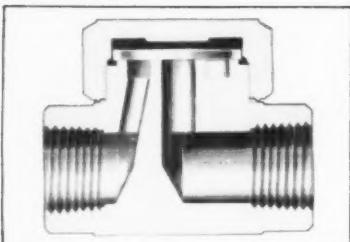
Surface cold spots on ironers and presses can run up production cost. Such trouble is often cleared up by the right steam trapping.

Because Sarco Thermo-Dynamic Steam Traps drain condensate and air out of steam spaces completely, their use has increased the output of many laundries and cleaning plants, cut fuel costs appreciably. Here are four typical cases:

At a military post laundry^{*} in Virginia, sheets were leaving the flatwork ironers steaming. Tests showed cold spots on steam chest surfaces, temperatures ranging from a high of 325°F to a low of 310°F. When TD-50's were installed temperature rose to 330°F, work left the unit dry, and re-runs were eliminated.

Loss of live steam from traps was a problem with an institutional laundry^{*} at Grand Rapids, Mich. Drying tumblers and ironers were running at low heat level, output was sluggish.

Sarco TD Steam Traps were then installed, resulting in an immediate production speed-up. Drying tumblers, for instance, were able to dry a load of towels 15 to 20 minutes faster.



Only 3 parts to a TD Steam Trap: Cap, disc, and body. Low in first cost, low in installation cost, low in maintenance cost.

When flatwork ironers showed a drop of surface heat of 45° below inlet steam temperature at a large commercial family laundry^{*} in Brooklyn, they were equipped with TD Steam Traps. That stepped up their output 9.8%.

Again, in Texas City, Texas, a large laundry and dry cleaning company had heating trouble with 30 units. Faulty steam trapping was wasting steam. They replaced bucket traps with Sarco TD's and stopped steam losses. Output increased 10%.

In all four of these cases the trouble-free operation of TD's also effected reduction in maintenance time.

^{*}Name and actual case-history on request.



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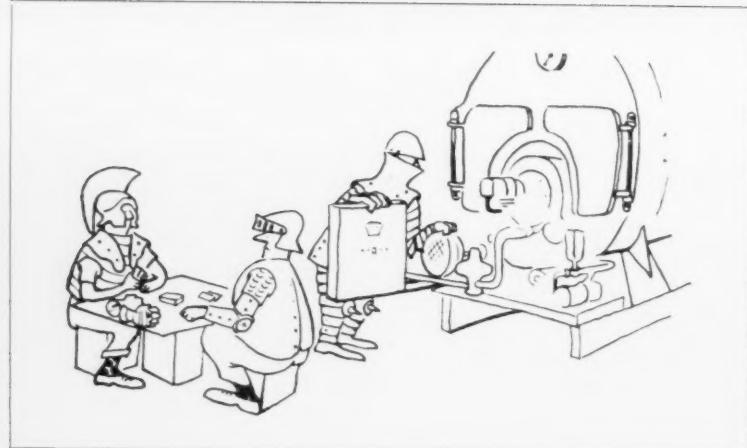


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Operators should prepare for furnace explosions if faulty combustion, as indicated by "puffs" and other signs, is not corrected

dition to these, but by far the greatest number occur in these relatively easy-to-find parts of the ignition system. Obviously, then, every maintenance schedule should include at least a semiannual inspection of these parts and more frequent inspection if the flame pulsates, puffs or smokes.

Gas-fired boilers

Relatively few explosions during ignition occurred from the foregoing causes in furnaces of gas-fired boilers. Gas ignites readily, burns completely, and rarely makes soot. The electrodes remain clean, and coating of carbon on ignition points, the greatest single cause of both serious and minor oil explosions, seldom appeared in the records of gas explosions.

Nevertheless, roughly 95 percent of the gas explosions occurred during the ignition cycle, with defects in automatically controlled fuel valves easily heading the list of causes. Installed in either the pilot or main burner supply lines, these valves often fail to close far enough to stop all flow of gas. Seats or other moving parts of the valves may be scored or corroded. These and other defects resist the closing force of springs.

Scale, welding slag, pipe reamer chips, pipe joint dope or other unexpected solids often become lodged under disks. Tarry substances entrained in the gas streams tend to plug the small passages in diaphragm-operated valves.

When a valve sticks partly open for any of these reasons, the flame usually fails but some gas seeps through. Then the furnace, lacking normal draft, becomes filled with a combustible mixture which ignites explosively at the beginning of the next firing cycle.

If the firing system does not include automatic ignition equipment, the possibility of human injury increases, because the operator must apply a torch, an act which requires that he stand close to the furnace. Much of the high rate of injury from gas explosions stems from this cause alone. The hapless operator cannot readily see that gas has filled the furnace. Only the explosion discloses the presence of gas, and one more case of "improper lighting procedure" enters the list of accidents.

Weak spark is another cause of gas explosions deserving comment. Although ignition electrodes in gas-fired furnaces rarely become coated with carbon, they may in time distort, the insulation on the leads to the ignition points may become charred and cracked, and ignition transformers may fail in various ways. All these defects produce weak or intermittent



In some plants operating smaller boilers supervision is frequently lax

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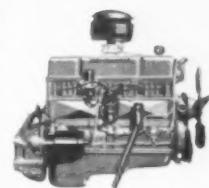


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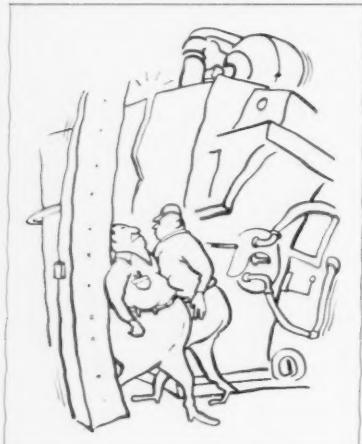
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Clayton 8, New Jersey



Sometimes the cause of an accident is difficult to determine

spark which may or may not ignite the fuel before too much fuel has accumulated. This may also cause the flame-failure safety device to act, and someone may be induced to press a safety-switch reset button without first investigating.

Safety equipment

Whether the fuel is oil or gas, most temperature-actuated combustion safe-

guards in common use on heating boilers cannot respond to ignition failure by shutting off the fuel quickly enough. As for the reliability of electronic types which sense ignition failure almost immediately, one of every five explosions occurred in furnaces equipped with such electronic devices.

Sensing an ignition failure, however, differs from reacting to correct an ignition failure and nearly all the electronic devices involved in explosions were obsolescent types which had long "trial-for-ignition" periods. Several, which had been designed to respond within 45 seconds, permitted as much as 4 minutes to elapse before shutting off fuel.

Others failed completely

Apparently, therefore, a purchaser of flame-failure safety equipment should not be concerned with only the speed of detection of the device. His first interest should be in the main burner "trial-for-ignition" period, and in the "pilot-flame-establishing" period. In modern devices, these periods have been reduced to 15 seconds and 10 seconds respectively.

The problem of selecting adequate safety equipment usually involves

more than choosing relay control units with fast response periods. Various operating controls, limit switches and auxiliaries are used on firing systems for modern automatically fired boilers. But it is questionable how many of them an owner of a small boiler can reasonably and economically use.

Possibly even more important is the amount of necessary care and attention that will be given to an elaborate firing system. It must be admitted that a highly complex system in some kinds of plants may not be suitable for various reasons. □□

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Starchroom

Laundry Journal's
"\$10,000
PARADE OF PROGRESS"
CONTEST

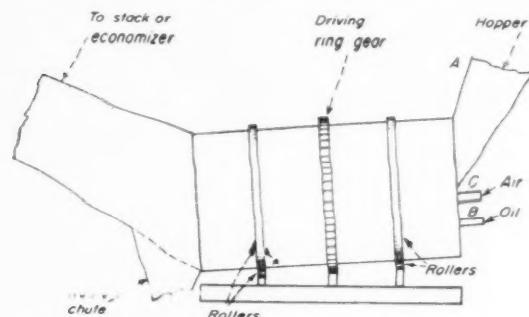
details on page 51

Engineering Questions and Answers

Waste Disposal

Engineering Editor:

What's the best means of waste disposal? We have to dispose of close to a ton of refuse each day, depending on production rate. Besides regular waste containing trash, there



is paper in the form of trimmings, laundry boxes, cellophane and paper drycleaning protectors and multicall bags. This was formerly burned at a dump. We built a temporary metal incinerator in hexagonal form, 16 feet across corners and about 10 feet high, with a sand floor. But we found this incinerator sadly lacking and it is to be replaced. How do you build one to improve air circulation through it and increase burning efficiency?

Horizontal rotary kilns or vertical incinerators with well-

designed grates and good draft will burn almost any wastes. The horizontal rotary kiln sketched is a low-cost method of burning wastes completely, with continuous ash discharge. This unit may be purchased or fabricated from light plate or a section of pipe. It needs less than a quarter of the present incinerator's space.

Disintegrated refuse feeds into the hopper at A in the drawing, passes through a chute fitted with a flash-back arrester, and discharges into the upper end of the kiln. The unit receives combustion air through C. Connection B delivers oil when starting up, or when extra fuel is needed for disposal of hard-to-burn wastes. Noncombustibles drop through the chute while gas goes up the stack after passing through the waste-heat economizer.

Pipe Welding

Engineering Editor:

We have a job of welding an old pipe line to a new section. We believe it best not to cut an opening in the old header. In that way we should avoid contamination of the old by welding operations in the new. Any comments?

Welding new piping to old without cutting an opening in the old header can be risky business. As an example we recall one such incident where no steam flowed at all. We poured oil on the steam line, and it smoked up to a flanged connection. Beyond that point—no smoke!

Taking the flange apart, we found the bolt holes were punched out, but not the pipe hole. That gasket had actually held the steam pressure!

Today, few think of using oil smeared on the outside of the piping to trace a plugged steam line. But it does save taking apart sections of pipe to find which section is plugged.

There IS a big difference in water heaters!

Look at the
inside story
of a heavy-duty
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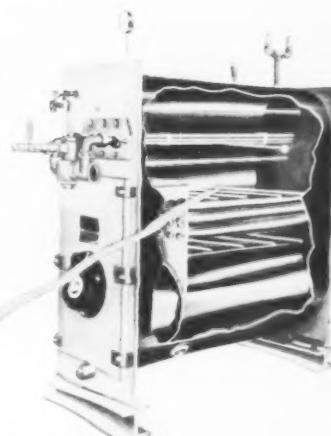
NATCO is NOT a converted heating boiler. It is NOT a direct-fired stepped-up domestic water heater.

Because of its special Scotch Marine design, NATCO has the built-in heat reserve equal to that of a big storage tank,

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NATCO is the only instantaneous indirect-fired water heater that is guaranteed to meet the per minute (peak load) demands without water temperature drop.

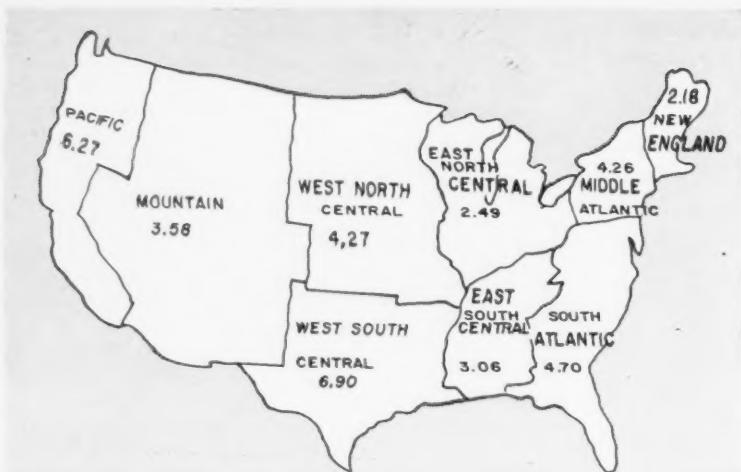
NATCO has the highest operating efficiency, and is by far the most economical water heater to both install and operate.



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Average operating profits before Federal taxes on income of 300 AIL member plants listed by geographical districts according to preliminary 1957 Operating Cost Percentages Report

1957 Was a Good Laundry Year

Sales and profits were up, according to preliminary AIL reports

DOLLAR VOLUME broke all records as laundry sales climbed to an all-time high and profit margins, too, showed an increase during 1957.

Laundry sales were estimated at \$794,900,000—representing a 1.86 percent gain over 1956, another record-breaking sales year.

And the profit picture was brighter, showing average returns at 4.33 percent compared to returns estimated at 3.5 percent during 1956.

These figures were released by the American Institute of Laundering in its *Service Bulletins* (Nos. 517-1 and 2) released April 1958. They are based on sales figures and operating cost percentages submitted by its members.

Industry sales

The same reports show that drycleaning sales in laundries were also on the rise, increasing 2.45 percent in 1957. Plants handling both laundry and drycleaning showed an average increase of 2.04 percent on combined sales.

The biggest gains in laundry sales were reported by Pacific Coast states, where sales went up 5.93 percent. Only the East South Central district reported a decrease in sales, amounting to minus 1.31 percent.

On a state-by-state basis, New Mexico showed the greatest increase in laundry sales (16.55 percent) while Nebraska reported the greatest drop (-11.79 percent).

The West Coast topped all other districts in drycleaning sales increases (5.15 percent) although Oklahoma showed a 16.76 increase in this category.

Cost percentages

While AIL's report is based on preliminary figures compiled from 300 returns, past experience has shown

few or no discrepancies between the preliminary and final report.

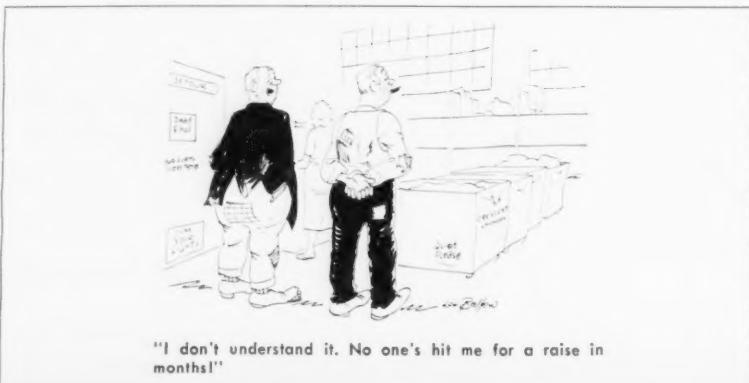
By and large, the profit picture for 1957 was good in all sizes of plants. The smaller plants (those averaging less than \$2,000 per week) seem to have the more profitable operation, reporting profits of 9.93 percent before taxes. In only one category, plants in the \$6,000-to-\$10,000-a-week category, was there a decrease in profit margin over the previous year. In 1956 the operating profit was 3.32 percent, compared to 2.27 percent in 1957. (Claim adjustments ran higher in this group than for any other—1.03 percent of sales compared to an average of .67 percent for all plants.)

In comparing profits by cost districts, the West South Central district showed the highest average return (6.9 percent) while New England seemed to have the lowest (2.18 percent). Productive labor costs in New England ran considerably higher than the national average—36.12 percent as compared to 31.12 percent. And so did total direct power costs—6.22 percent in New England compared to the national figure of 4.92 percent.

In examining the 1957 expenses on a national level, the greatest change is noted in the productive labor category. It is 31.12 percent or .76 percentile points lower than it was in AIL's last cost analysis report. Direct power costs are also down 5.22 to 4.92 percent. As are administrative expenses—11.86 percent down to 11.61 percent. And indirect overhead—6.55 percent to 6.41 percent.

Notable increases occur in productive supplies, which increased from 9.35 to 9.63 percent, and sales and distribution expense, which went up from 22.35 to 22.46 percent.

The operating cost percentages report can be an important management tool for the plantowner if he keeps in mind the fact that the averages represent a composite picture of many different types and sizes of operations. □□



BALANCE



ALDCOIN Meters
manufactured for ALD by
H. Greenwald Co., Inc.



ALDIRON Ironers
manufactured for ALD by
Chicago Dryer Co.



The Shirtomat
manufactured for ALD by
Forse Equipment Co.



ALDRY
Dryers
manufactured for ALD by
Huebsch Mfg. Co.



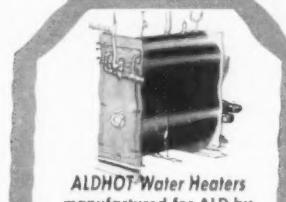
Laundromat
ONE HOUR LAUNDRY
Laundromat Signs
manufactured for ALD by
Standard Mfg. Corp.



Meter-All
Meters
manufactured for ALD by
Meter-All Co.



ALDHEET
Water Systems
manufactured for ALD by
A. O. Smith Corp.



ALDHOT Water Heaters
manufactured for ALD by
National Combustion Co.



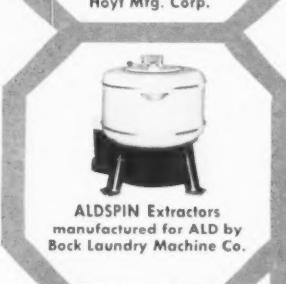
ALDWASH Washers
manufactured for ALD by
Cook Machinery Co., Inc.



DRYALD Dryers
manufactured for ALD by
Hoyt Mfg. Corp.



The Laundromat®
manufactured for ALD by
Westinghouse



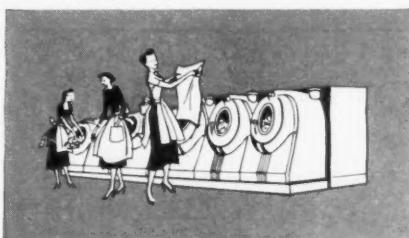
ALDSPIN Extractors
manufactured for ALD by
Bock Laundry Machine Co.



ALDSOFT Water Softeners
manufactured for ALD by
Bruner Corp.

BALANCE

Balance in your equipment is vital to your over-all profits and efficiency. Your hot water system must supply uninterrupted service for your washing machines . . . your dryers and extractors must meet the output of your washers . . . coin-operated meters must stand up to rugged daily trouble-free service . . . shirt finishing equipment must be balanced to your operators' best production. ALD's experience will make good business sense to you. Write, wire or phone ALD and find out how we can help finance the equipment you need.



ALD, INC. 3549 N. Clark St., Chicago 13, Ill.
Detroit, Mich. • Louisville, Ky.
St. Louis, Mo. • Dallas, Texas
San Mateo, Calif. • Los Angeles, Calif.
Jacksonville, Florida • Minneapolis, Minn.
ALD New York, Inc. • Baltimore, Md. • Long Island City, N. Y.

A.I.L. Activities

Staff Additions Announced



BRINK TABER CHRISTENSEN BAYHA BUSH

The American Institute of Laundering has announced the addition of three new members to its staff:

Everett H. Brink has joined the production and engineering department. He will help laundrymen improve the efficiency of plant operations through consultation, correspondence and conferences, and by serving as an instructor in the laundry management school. A graduate of Illinois Institute of Technology, Mr. Brink has had varied experience in industrial engineering.

As a new staff member of the accounting and statistics department, H. Arthur Bush handles all office and costs information. He will advise member laundrymen on office methods, machines and accounting aids. He will also analyze sales and costs, and will serve as an instructor in the laundry management school. Mr. Bush, a graduate of Trinity University, has been an auditor, supervised accounting and cost procedures, and managed his own business.

Edwin P. Bayha will be working chiefly in the field of fabric analysis in his position as staff assistant in the laboratory department. He will also be an instructor in the laundry management school. Mr. Bayha attended the University of Virginia and is continuing his work in the field of chemical engineering at Northwestern University.

The appointments of Mark Taber to the industry relations department and of Dan Christensen to the production-engineering department were announced in our April issue.

National Public Relations Committee Meets

The National Public Relations Committee met April 7 in Chicago to complete plans for a nationwide laundry program based on a motivation research study.

Attending the meeting were PR Committee members

John Slick (chairman), Edwin Mall, Irving Garcelon, and Horace McKnight. Fred McBrien was unable to attend. Albert Johnson, general manager, and Ward A. Gill, director of industry relations, represented the Institute's staff. Robert Gruver and Harold Le Duc represented the public relations firm, Gray and Rogers.

Under the plan developed by the Public Relations Committee, AIL directors were to solicit and collect voluntary contributions for the program during April with the aim of contacting every professional laundryman in the United States and Canada. The plan calls for explaining the details and the need for the program through meetings, personal contact, direct mail and industry publications.

Contributions to the national public relations program will be based on 75 cents per week per \$1,000 of laundry sales and will go into The National Public Relations Fund. The fund will be administered by AIL, separate from the normal operating budget.

Five Laundryowners Nominated to Board

Five laundryowners from three districts have been nominated as members of the board of directors. In two districts the nominees are unopposed.

Under the terms of the AIL Trust Agreement, the three laundryowners in each district receiving the greatest number of votes (five or more) are declared nominees.

The three nominated in District 2 were Neal Ridley, C. and S. Laundry Company, Knoxville, Tenn.; Earl Rush, Rush's Fast Service Laundry and Cleaners, Alexandria, La., and Charles M. Smith, Troy Laundry Company, Montgomery, Ala. District 2 consists of Alabama, Arkansas, Kentucky, Louisiana, Mississippi and Tennessee.

In District 5, consisting of Idaho, Montana, Oregon and Washington, Duane C. Lawrence, Portland Laundry and Dry Cleaners, Portland, Ore., was the only nominee to receive five or more votes, and therefore is selected.

In District 7, W. E. Hawk, Miller's Dry Cleaners and Launderers, Des Moines, Iowa, also was the only nominee to receive five or more votes. District 7 consists of Colorado, Iowa, Kansas, Missouri, Nebraska and Wyoming.

Nominations were made by Class A and F members (laundryowners) in these districts. Terms of the present directors in these three districts expire in June 1958.

LAUNDRY BUSINESS TRENDS

New York

four weeks ended
Apr. 26—2.3% more than last year

M. R. Weiser & Co., New York

Mar.—3.0% less than last year

J. R. Wilson & Co., Atlanta

New Jersey

four weeks ended
Apr. 26—0.7% more than last year

M. R. Weiser & Co., New York

Southeast

Mar.—3.0% less than last year

J. R. Wilson & Co., Atlanta

New England

Apr. 5—0.4% less than last year
Apr. 12—4.3% less than last year
Apr. 19—0.8% less than last year
Apr. 26—3.7% more than last year

Carruthers & Co., Boston

**A COMPLETE, READY-TO-USE BUILT SOAP
for CLEAN, CLEAN WASHES with LESS EFFORT!**

Colgate Formula 40

- ★ For better hot-water washing of white work and fast-colored goods!
- ★ Real economy! Gives cleaner finished work with less detergent, less work for washman!
- ★ Better sudsability—quicker rinsing! Improved quality of work builds repeat business!
- ★ Handy to use, saves waste! Use direct to the wheel!

You'll turn out top-quality finished work—win more satisfied customers—with Colgate Formula 40! Specially designed for hot-water washing, this excellent detergent gives outstanding results.

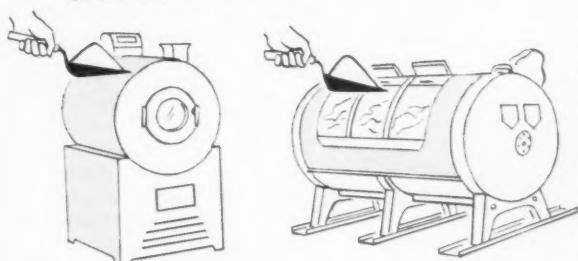
Because it has a high soap content—plus selected alkalies blended for greatest detergency—you actually use less detergent per 100 pounds of goods in the wheel! Try this economical, efficient detergent today!



Ready To Use!
Out of the
Container...
Into the Washer!



NO MATTER WHAT EQUIPMENT YOU USE, COLGATE FORMULA 40 GIVES YOU BETTER WASHES—AT LOWER COST!



It's
Colgate
Guaranteed!



Available in
140-lb. bags
and
225-lb. drums.



COLGATE-PALMOLIVE COMPANY

300 Park Avenue, New York 22, N. Y. • Atlanta 5, Ga. • Chicago 11, Ill. • Kansas City 5, Kans. • Berkeley 10, Calif.

LINEN SUPPLIERS

Continued from page 46

the unhappiest persons are those that work solely for money; (3) each person needs to keep and improve his self-regard and self-respect, and (4) he identifies himself with things outside himself. The greatest promise for employers is to get people to identify themselves with their business. Specific suggestions for accomplishing this purpose were for the employer to be objective, fair and understanding. And he saw no substitute for character.

Joseph L. Koach, LSAA Adminis-

trative Assistant, called attention to the many Association publications available on this particular subject putting particular emphasis on the new LSAA Employment and Training Guide.

During the clinic which followed this program, the membership brainstormed the question of how to get better men for management. Some of the suggestions made included: hiring good men in dead-end jobs, lining up prospects from among summer student help, establishing scholarships and tying in the need for good men with LSAA's present national adver-

tising program. Herman Gitlow, Gordon-Davis Linen Supply Company, Philadelphia, was the moderator for this clinic.

10. Through improved advertising and public relations. The opening session of the convention began with a series of talks on these topics by William H. Aaron, George H. Hartman Co., Chicago; Paul Herr, LSAA director of public relations, and Roy W. Davis, Continental Illinois National Bank and Trust Co., Chicago. Unfortunately, we had two cases of engine trouble flying in that morning and missed these presentations.

The following officers were reelected at the annual business meeting: Lawrence C. Kline, Kline's Coat, Apron and Towel Service, Philadelphia, president; Joseph A. Robertson, Rutter's Linen Service, Inc., Lawrence, Massachusetts, vice-president, and Samuel Miller, The Independent Towel Supply Co., Cleveland, treasurer. This is Mr. Miller's forty-sixth term in that office.

John D. Levy, Angelica Uniform Co., St. Louis, is the newly elected sergeant-at-arms.

Elected directors include: Vernon S. Allen, Allen Towel and Linen Supply, Inc., Providence, Rhode Island; Robert Maslow, Standard Coat, Apron and Linen Service, Inc., Brooklyn; Joseph R. Schuh, Atlas Linen and Towel Service Co., St. Louis; Ben E. Singer, American Linen Service Co., Washington, D. C.; Frank G. Steiner, American Linen Supply Co., Chicago; Milton Weinstein, National Linen Service Corp., Atlanta, Georgia, and Louis Zipberman, Community Linen Rental Service, Los Angeles.

In addition to the biggest linen supply exhibit ever, the program had many other pleasant distractions. There were tours and fashion shows for the ladies, the Purveyors' Party, an outdoor Bar-B-Q, rodeo and, of course, the annual banquet climaxed the whole affair.

The featured speaker at the banquet was Eric Johnston, president, Motion Picture Association of America, who spoke of the coming look in United States business. He pointed out the excess of economic concentration and the big trend toward bigness. (In 1957 alone there were 900 significant mergers and 13,374 business failures.) He felt the freedom of enterprise was thus endangered, and hoped the Government and the people would try to keep the door open for new business.

Thus ended one of the best if not biggest linen supply shows in history.—Henry Mozdzer

Apron Duck or Cloth

LONGLIFE

WARP tensile 606 lbs.
Outwears comparable
weight duck by over 20%
Apron price per running foot
Roll price per running foot

Stock Sizes

	50"	76"	100"	110"	120"	124"
1.30			1.75	1.90	2.05	2.10
1.25			1.65	1.80	1.95	2.00

LONGWEAR

WARP tensile 561 lbs.
Apron price per running foot
Roll price per running foot

1.60	1.75	1.85
1.55	1.65	1.75

Extra Heavy LONGLIFE

WARP tensile 726 lbs.
Apron price per running foot
Roll price per running foot

2.35
2.25

Roll prices apply on mill shipments of 60 ft. or over.
Clipper Laced @ \$5.50 per apron.
Delivered prices quoted East of Rocky Mountains.
Prices subject to change without notice.

OTHER TINGUE, BROWN & CO. PRODUCTS

IRONER DRESSINGS — Roll Covers, Binders, Pads, Ribbons, Tapes.
PRESS DRESSINGS — Cotton and Synthetic Covers, Pads, Resillo Steel Wool.
NETS — Cotton, Nylon, Dacron, Regular Styles and Invert.
Bags, Baskets and Liners, Extractor Covers,
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1765 Carter Avenue • New York 57, N. Y. • Cypress 9-8800
1227 Wabash Avenue • Chicago 5, Illinois • Harrison 7-0083
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507 Bishop St. N. W. • Atlanta 13, Ga. • Trinity 4-3864



RUG CLEANING—

Continued from page 38

Once the rug is fed into the duster (which operates as a giant vacuum cleaner) it does not have to be touched again until the leading edges are tapped onto the dryroom conveyor pole pins. Because the rugs leaving the duster are carried beneath the floor for approximately 5 feet and are automatically fed up into the automatic shampooing machine. This washer's far end is equipped with a sizing roller and an automatic shrinkage control bar return system that receives these heavy metal weights (used in drying) from the descending side of the dryroom conveyor at the other end of the room.

The automatic rug rolling-wrapping machine and a reversible conveyor chute leading to and from the second floor area complete the main features of Little Falls' highly integrated production system.

Ample capacity

Although the automatic washer could turn out up to 45 9-by-12-foot rugs per hour, there has been no need as yet to pump them through at such a rapid pace. The 165-pole dryroom can hold a maximum of 320 9-by-12's (two rugs on each 19-foot-wide pole). This capacity has so far been ample to allow for filling up the room during the day and drying overnight. Actual drying cycle at full temperature, exhaust and fan capacity would be six hours.

During the busy season no more than 20 production people are necessary to keep up with the pace. This does not include truck pickup-and-delivery which is handled by the company's regular laundry and drycleaning route drivers.

Route staff handles rugs

All of Little Falls' vehicles have been compartmented to accommodate rugs as well as laundry bundles and garments. All of the more than 100 trucks of the firm's regular route fleet are authorized to handle rugs and the drivers earn commissions on these orders under formulas similar to laundry and drycleaning business. In addition, the company maintains branch warehouses in Red Bank, Englewood and New Brunswick—all in New Jersey—and long-distance trailer trucks are used to transport work picked up in those areas back and forth to the main plant in Little Falls.

Make no mistake about it—the rug cleaning department is no mere step-child at Little Falls Laundry. □□



Tying out flat goods, operator of one Bunn Machine keeps pace with 5 workers at ironer. Inset: Typical Bunn-tied bundles.

TIED

120,000 items every single day!

At American Linen Supply: Bunn automatic tying saves labor, speeds production...all along the line

Not just in packaging, but in production and storage as well does Bunn automatic tying save time and money for American Linen Supply. At their Chicago plant alone, 10 Bunn Tying Machines are used... contributing at 6 key points to a total annual output of over 40,000,000 items.

Actual dollar savings? Difficult to estimate. "But if our Bunn machines were to be suddenly removed," says plant manager Adolph Lodding, "we'd need at least 15 extra people on our production line alone!"

Ties anything. Versatility like this is typical. Toweling, shirt or blanket boxes, flat goods, bundles: yes, anything you now tie by hand can be tied neater, better—and up to 10 times faster—on a low-cost Bunn Tying Machine.

Operation is simple, positive. All you do is position your package and step on a trip. Presto: it's completely tied in 2 seconds or less!

Send today for full data on how you, too, can save with Bunn automatic tying. Use the coupon below.

BUNN

PACKAGE TYING MACHINES Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. SL-68 Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.

MAIL COUPON NOW FOR MORE FACTS

GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

B. H. BUNN CO., Dept. SL-68
7605 Vincennes Ave., Chicago 20, Ill.

- Please send me a copy of your free booklet.
 Please have a Bunn Tying Engineer contact me.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Laundry News Notes



CLEVELAND, OHIO—Maurice Maschke, Jr., president of Pioneer Linen Supply Co., has been appointed a group chairman in Division A of Greater Cleve-

land's first United Appeal. Mr. Maschke has been active in Community Chest volunteer work since 1933.

HIGHLAND PARK, MICH.—A grand opening was held recently at Northwood Laundry and Cleaners, 12023 Woodward Ave. This is the second expansion the firm has completed.

CARO, MICH.—Thumb Laundry & Dry Cleaning Co., located on S. Almer St., has installed new shirt equipment, it was announced by Carl F. Mantey, owner.

FAIRBORN, OHIO—Springfield Laundry Co. is among the tenants to occupy space in the new Plaza Shopping Center,

now under construction, which is expected to be completed by the end of 1955.

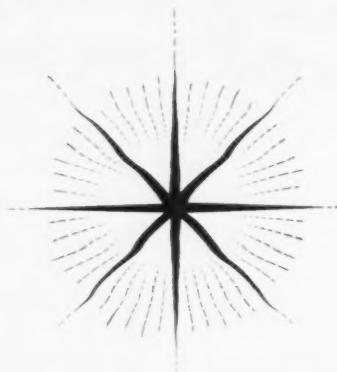
MANISTEE, MICH.—Manistee Laundry Co. has been granted a permit for an addition to its building.

YOUNGSTOWN, OHIO—Youngstown Service Laundry and Comet Cleaners, Inc., has been incorporated by Joseph A. Casal, Jose C. Casares and Leo Bernat.

BAY CITY, MICH.—Professional Automatic Laundry, 305 Fifth Ave., has added a new self-service department with coin-operated machines, Hilton Bell, owner, has announced.

CLEVELAND, OHIO—A modernization program at Cottage Laundry Co., 4512 Clark Ave., has been announced by Joseph A. Golder. A do-it-yourself department has also been added.

There is Only One NORTH STAR



and there is Only One R/M REVOLITE®

world's outstanding line of LAUNDRY PADS AND COVERS

Over 5000 commercial and institutional laundries are saving a third or more—plus labor and power costs—by using Raybestos-Manhattan REVOLITE Covers exclusively. REVOLITE outlasts conventional covers several times over . . . gives far more efficient, satisfactory and troublefree service. They are the standard semipermanent covers in the industry.

REVOLITE Pads meet the specifications of all types of ironers and will maintain a roll diameter exceeding the minimum over the guarantee period. They are tops in uniformity and resiliency and in adaptability to varying machine and operating conditions.

Extra Quality Pays Off. R/M REVOLITE Pads and Covers are constantly being tested for abrasion resistance and tensile and tear strength. They withstand higher temperatures, permit faster machine speeds. Longer lived, they cut stoppages for roll changing way down. They are the reliable products of America's biggest manufacturer of fine asbestos textiles and carry a written guarantee.

R/M REVOLITE is sold by Raybestos-Manhattan salesmen in the New England, Middle Atlantic, and Central states and by distributors in other areas. Write today for the REVOLITE story and we will have our man call on you. No obligation, of course.

RAYBESTOS-MANHATTAN, INC.
REVOLITE DIVISION, 500 Fifth Ave., New York 36, N.Y.
Phone: BRyant 9-4390

RAYBESTOS-MANHATTAN, INC., Laundry Pads and Covers • Asbestos Textiles
Engineered Plastics • Mechanical Packings • Sintered Metal Products • Industrial
Rubber • Rubber Covered Equipment • Abrasive and Diamond Wheels • Brake
Linings • Brake Blocks • Clutch Facings • Industrial Adhesives • Bowling Balls



WINSTON-SALEM, N. C.—A branch of Winston Steam Laundry will occupy space in the new Stratford Shopping Center, S. Stratford and Miller Ext., scheduled for opening October 1.

FAYETTEVILLE, N. C.—J. R. "Bob" Howard, proprietor of Mayflower Laundry and Dry Cleaners, has announced the installation of new equipment.

WEST MONROE, LA.—Paul Jacobson of Wallerstein Company in New York City was the guest speaker at a meeting of the Northeast Louisiana Institute of Cleaners and Launderers held recently.

HARTWELL, GA.—Approximately 2,000 persons attended the open house at American Laundry & Drycleaning Co., which was held to celebrate the firm's thirtieth anniversary.

AUGUSTA, GA.—Launder-House has opened its fifth plant, in the Southgate Plaza Shopping Center. Louis A. Newman is the owner.

LOUISVILLE, KY.—Capital Linen Service, Inc., has been organized by for-

mer Mayor Andrew Broaddus and associates at 451 Baxter, in a building occupied by Capital Laundry and Dry Cleaning Co., of which Mr. Broaddus is president. Officers of the linen service firm are J. Kent Borries, president; Andrew and Russell Broaddus, Jr., vice-presidents, and William D. Becker, secretary-treasurer.

DAVIDSON, N. C.—C. W. Stacks, manager of Davidson College Laundry, was host at a meeting of the North Carolina Association of Institutional Laundry Managers held April 24 in the College Union.

BATON ROUGE, LA.—A charter has been filed for the establishment of Wash-N-Dry, Inc., 7211 Goodwood Ave., laundry and drycleaning concern.

OXFORD, N. C.—An open house was held at Oxford Laundry-Cleaners by Charlie Brewer to celebrate the firm's thirtieth anniversary.

CHIPLEY, FLA.—Fire of undetermined origin destroyed L & L Laundry, owned by Mrs. Lela Greene.

ALBEMARLE, N. C.—New shirt finishing equipment has been installed in City Laundry and Boone Cleaners, according to C. G. Boone.



ALTAadena, CALIF.—Paul and Lee Floreen, owners of Barry Shirt Laundry, have announced a move to new and larger quarters at 1339 N. Lake Ave. The firm was formerly at 924 E. Washington St.

REDLANDS, CALIF.—L.A.P. and R. Corp. has purchased Redlands Laundry and Dry Cleaners, 15 S. Sixth St. The name of the firm will be Redlands Laundry and Linen Supply Co.

ARNETT, OKLA.—Mrs. Gib Wildman has purchased Up-Town Laundry from her parents, Mr. and Mrs. Jess Dyke.

PORT ARTHUR, TEX.—An open house was scheduled May 5 at Blanton's, laundry and drycleaning establishment, 1313 Procter St., to celebrate its twenty-ninth anniversary, it was announced by Jack Blanton, owner.

HOUSTON, TEX.—John Bishop, Paramount Laundry and Cleaners, has been installed as president of the Houston Launderers and Cleaners Exchange.

June 15, 1958

plastic



offered only in . . .

Shamrock washroom trucks

Shamrock Plastic Washroom Trucks assure greater efficiency in your washroom, because they're feather-light . . . snag-proof . . . help increase operators' output! They glide about easily when fully loaded. The smooth plastic takes all the punishment you'll ever give it . . . wears longer, stays watertight. Shamrock Plastic Washroom Trucks chemically resist acids, alkali, bleaches, sour, starch. No rivets, welds or bolts, nothing to rust. Made in 3 styles to suit every need. Standard color: dove gray inside and out. Also other pastel colors on orders of 12 or more. Colors are permanently bonded! Equip now with these *superior* Shamrocks!

Built and Backed by
MEESE, INC.
Madison, Ind.

SALES OFFICES: New York—F. R. Tyroler, 55 West 42nd St., PE 6-0615; ATLANTA—W. E. Petway, 723 Densley Dr., North Decatur, Ga., ME 6-3912; FORT WORTH—V. M. Hooton, 4220 Normandy Road, JE 6-6565; WEST COAST—Petersen-Daniels, Inc., 3311 Beverly Blvd., Montebello, Calif., RA 3-7003. Export Mgr.—R. A. Auerbach, Easton, Pa. Cable Address: "Natly."



No. 400 Elevated Truck has drain hose, wood rack. No. 400R (not shown) has removable basket—no drain hose or wood rack.

Ask Your Shamrock Jobber For Facts and Prices

5

WAYS YOU SAVE with **ZEIDLER** Specialties

1. SPRING CUSHION

You Can Install Yourself
On STANDARD
Flatwork Ironer Rolls
(Also for Float Rolls)

2. SPRING PADDING

for Drycleaning and
Laundry Presses
(Including Cabinet Type)

3. STRIPPING AND GUIDE DEVICE

for Flatwork Ironers

4. "SUR-DRIVE" KIT for

Flatwork Ironer Feed
Ribbons

5. DOFFER ROLLS for

Flatwork Ironers

ZEIDLER
MANUFACTURING CO., INC.

633 Concord Ave.

MAMARONECK, N. Y.

Please send us information, including
prices, on:

- Spring Cushion
- Spring Padding
- Stripping & Guide Device
- "Sur-Drive" Kit
- Doffer Rolls

Name _____

Address _____

City _____ State _____

B-224

Mr. Bishop succeeds B. E. Langdon. Other new officers are George M. Allen, first vice-president; O'Banion Williams, Jr., second vice-president; Albert Lewis, secretary-treasurer; E. S. Coates, chaplain, and Dan Brown, executive secretary.

SOLEDAD, CALIF.—New equipment has been installed at Soledad French Laundry, operated by Mr. and Mrs. Ed Courrejou and their sons, Elie and Raymond.

MARLIN, TEX. — Newly installed equipment was on display at the open house held recently at Model Laundry.

LOS ALTOS, CALIF. — Los Altos Laundry has been moved to new quarters at 392 First St. Mr. and Mrs. Aldo Higashuchi are the owners of the establishment, located at 237 State St. for 41 years.

PALESTINE, TEX.—Wayne Smith, owner-operator of Palestine Laundry and Cleaners, recently held an open house for the public to inspect its new self-service addition.

WINTERS, TEX.—Ideal Laundromat, formerly the Ideal Laundry, has been opened by T. G. Payne.

COLORADO SPRINGS, COLO. — H. B. Gates, president of Sno-White Laundry & Cleaners, Inc., 2515 W. Colorado Ave., has announced the opening of a new drycleaning plant at 15½ E. Kiowa.

SINTON, TEX.—A new laundry has been installed at Charles H. Ewing Memorial Hospital.

PALACIOS, TEX. — Mrs. Eleanor Wright has purchased Joyce's Laundry and will operate the establishment as Eleanor's Laundry.



KETCHUM, IDAHO—Mr. and Mrs. Don Ray have taken over management of Broadway Laundry and Cleaners.

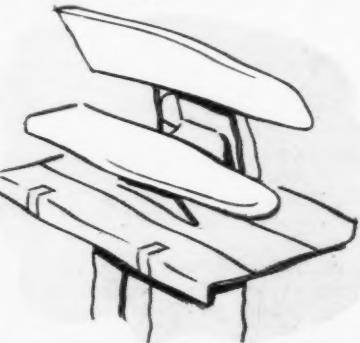
JAMESTOWN, N. D.—Jerry Wilder of Williston is the new president of the North Dakota Laundry and Dry Cleaners Association. Mr. Wilder succeeded Ben Torgeson of Valley City. Other officers are Ed Tietgen, Fargo, vice-president, and Harold Reed, Fargo, who was re-elected secretary-treasurer.

PORTLAND, ORE. — Hollywood Laundry has moved into a new build-



"We save time and do a better job when each buck has a perfect fitting press cover", says a plant superintendent.

It's a money-saving fact . . . "dress" your presses with covers that are "tailored-to-fit" and you will always produce quality pressing and fabric finishing.



STAD-SPUN and STAD-TEX PRESS COVERS

are
"Tailored-to-Fit"

STAD-SPUN covers—used on all presses, especially wearing apparel and shirt presses where a non-slip, non-stick cover is needed. Treated to assure longer wearing qualities.

STAD-TEX filament nylon covers—especially developed for sleeve, yoke and backer presses. Special weave for slickness without slippage. Heat and abrasion resistant.

Call your distributor—he will help you with your press maintenance problems. Or write for a "Glossary" that defines the various types and uses of **STAD-SPUN** and **STAD-TEX** Press Covers.

STADHAM

COMPANY, INC.

HEXAGON DIVISION

1925-31 N. 20th ST. PHILADELPHIA 21, PA.

ing on N. E. 40th Ave. The new building and equipment represent an investment of \$75,000.



CLAREMONT, N. H.—Ideal Laundry, Inc., Hanover St., has opened a pickup station on Pine St.

WEST POINT, N. Y.—Robert F. Masters is the new laundry superintendent at the Quartermaster Laundry of the U. S. Military Academy, according to a recent announcement by Thomas W. Irwin, director of laundry service.

HUNTINGTON, W. VA.—Members of the McGinnis Navy Mothers Club toured Pilgrim Laundry recently.

MAYNARD, MASS.—The Massachusetts Laundryowners' Association Young Men's Club toured the Middlesex Launderers & Cleaners, Inc., recently. Wilbur Tolman of the Middlesex firm, president of the Young Men's Club, was host.

ROME, N. Y.—Mohawk Valley Launderers and Dry Cleaners Association held its annual banquet on April 24 under the chairmanship of Paul T. Huguennin, director of the New York State Laundry and Dry Cleaners Association. Art Schuelke, editor of our sister publication, *National Cleaner and Dyer*, was guest speaker. Also present at the dinner were Paul J. Rickett, Sr., president of the state association, and Wayne Smith, president of the Mohawk Valley Association.

NEW YORK, N. Y.—Robert Mandel, Cupid Diaper Service, has again accepted the general chairmanship of the United Jewish Appeal drive in the laundry and linen supply industries, it was announced by Monroe Goldwater, president of the United Jewish Appeal of Greater New York.

PHILADELPHIA, PA.—Donald E. Hartling, for many years general manager of the Pennsylvania Laundry Co., 32nd & Powelton Ave., has resigned his post. He will continue in the laundry industry in another city, according to an announcement by Ephraim R. Comberg, vice-president.

PRESQUE ISLE, ME.—A new sheet ironer has been installed at the Base Laundry, according to Philip McCaffery, supervisor.

NORTH BAY, ONT., CAN.—An open house was held recently at Ideal Laundry.

NOW! THE KEY TO FULL PROFITS ON TODAY'S

SMALL BUNDLE! now you can go after the piece-price partial bundle your customers want to send! a whole new system of modern laundry management, based on a new identification system...

Now you can handle both the large family bundle and the small piece-price bundle at the same new low cost—make the same full profit on both. Easy to maintain a 2 or 3 day delivery schedule. Big new savings in all departments and services. Allows simplified billing and payroll methods. Key-Tag Lot Control combines the best of "pin and net" with selective full identification in a simple, foolproof plant-wide system. 100% mechanical check on everything—always. No human error. Cut identification help up to 40%. Use green labor. Train mark-in girls in 4 hours. Full nets—full wheel loads.

Write for the lot control story

THE KEY-TAG CHECKING SYSTEM CO. 6509 HOUGH AVENUE — CLEVELAND 3, OHIO

dry, 850 Cassells St., in conjunction with the renovation program recently completed.

ROCHESTER, N. Y.—Mechanics Laundry Co., Inc., has merged with the New York State branch of American Linen Supply, which is a wholly owned subsidiary of American Linen Supply Co., Inc., of Chicago. Richard M. Block, former president of the local firm, will be division president. The establishment will be operated as the Mechanics Laundry Div. of American Linen Supply Co., Inc.

ALIQUIPPA, PA.—Gus, James, John and Anthony Keriotis have opened

Econo-O-Wash, 630 Franklin Ave. The brothers also operate Woodlawn Sanitary Laundry on Sheffield Rd. and Clean-O-Rama on Franklin Ave.

NEWBURYPORT, MASS.—Property on State St. has been purchased by Thomas E. Littlefield, Whitefield Launderers & Cleaners, for occupancy by Clothes Line, automatic laundry.

WESTWOOD, N. J.—More than 500 persons attended the two-day open house at Westwood Launderers and Cleaners on Old Hook Rd. as the concern celebrated the grand opening of a new cash-and-carry store.

NEWS

From the

ALLIED TRADES

Unipress Holds Annual Board Meeting



JOHN T. DAVENPORT



IRA C. MAXWELL

At the annual meeting of the board of directors of the Unipress Company, Minneapolis, Minn., Ira C. Maxwell, president, announced that all the directors were reelected to the board.

The directors are John T. Davenport, president of the Atlanta Distributing Company, chairman of the board; I. Brooks, B. M. S. Laundry Machinery Company; Morris Landau, Cummings-Landau Laundry Machinery Company; Norman Engebretson, F. & E. Sales Corp.; Hugh G. Henderson, Hugh G. Henderson Company; Willis A. Pellerin, Pellerin

Laundry Machinery Sales Company; Archie G. Israel, Talley Laundry Machinery Company; J. L. Thomas, Ed. L. Thomas Company; J. J. Cohen, Universal Laundry Machinery Company.

Officers of the company are Ira C. Maxwell, president; A. J. Kwakkernaat, vice-president, and W. H. Krussow, secretary-treasurer.

Mr. Maxwell stated that Unipress was entering into a greatly expanded sales and advertising program for the year feeling that prospects for both the laundry and drycleaning industries look particularly bright.

Newly Elected Staley Officers



E. K. SCHEITER



A. E. STALEY, JR.

A. E. Staley, Jr., was elected chairman of the board and chief executive officer of the A. E.

Staley Manufacturing Co., Decatur, Ill., at the company's annual meeting recently. Mr.

Staley has been with the company 33 years, and has been president since 1932.

Elected president was E. K. Scheiter, who has been executive vice-president of the company since 1946.

Donald E. Nordlund, who has headed the company's legal division since 1956, was elected a vice-president, a director of the company and a member of the executive committee.

All other officers and directors of the concern were reelected except T. C. Burwell, who retired as traffic vice-president last year.

Diamond Promotes Gingrich

R. H. Gingrich has been promoted to the position of staff assistant of sales in the Silicate, Detergent, Calcium Division of Diamond Alkali Company, Cleveland, Ohio. The announcement was made by C. W. Turner, manager, detergent silicates and detergent specialty sales.

Mr. Gingrich is well known to laundry operators as a result of his 17 years of specialized sales experience. He has been a sales representative for Diamond detergents in the Philadelphia area since 1954. At his new post, Mr. Gingrich will work on sales and service of detergent specialties in the laundry field.

Washex Appoints Dalex

Dalex Co., Ltd., Toronto, Canada, will represent the complete Washex drycleaning line, including the new Washex laundry machine, in the province of Ontario, Canada, with the exception of the Ottawa Valley. The announcement was made by J. B. Diepenbrock, vice-president of sales for Washex Machinery Corp., Brooklyn, N.Y.

The Dalex Co. provides active sales representation throughout the province.

Robert Cairns Elected

Dr. Robert W. Cairns, director of research for Hercules Powder Company, Wilmington, Del., has been elected vice-president and president-elect of the Industrial Research Institute, Inc.

Dr. Cairns has been a director of the organization for the past year. He will serve as vice-president for the next year and will become president in the spring of 1959.

The Industrial Research Institute is dedicated to improving techniques of research organization and management in industry.

try. Its membership is composed of 150 of the nation's leading companies, particularly those who support technical research programs.

Joins Tingue, Brown



GEORGE T. KNOTT

George T. Knott has been appointed Chicago sales representative for Tingue, Brown & Company, New York.

Previously, Mr. Knott was for two years laundry manager and for eight years sales representative for a leading laundry machinery company. He is a graduate of St. Mary's College in Winona, Minn., and was in the Navy during the war.

Gaines Retires

The retirement of Harlow H. Gaines after 44 years of service has been announced by the Huron Milling Division of Hercules Powder Company, Wilmington, Del.

Mr. Gaines, widely known in the laundry field, was the first salesman hired by The Huron Milling Company when it expanded its operation in 1914. Since December 1956 Huron Milling has been a division of Hercules Powder Company.

Mr. Gaines spent 43 years of his total service with Huron in sales executive capacities. He was assistant sales manager in charge of Huron's Chicago office, and covered the Midwestern area on laundry and industrial starch. In 1923 he was moved to the New York office, and later became sales manager. During his 34 years in New York he contributed much to the promotion of the laundry industry. He also was largely responsible for the development and introduction of Velvet Rainbow.

For 13 years a director of the Laundry and Cleaners Allied Trades Association, Mr. Gaines served two years as secretary and two years as president. He is a past president of the Old

One of these soaps has the combination of characteristics that will meet your requirements. Choose the qualities you need. Then, ask Lever Brothers to supply you with the product that combines them:

*High purity, all-purpose or high-concentration soaps or detergents...
for high or low temperature washing...
built or unbuilt...
in granular, powder, flake, or liquid form.*



For every laundering requirement, there's a complete line of Lever industrial soaps and detergents

Lever has every kind of product to meet your specifications for laundering soaps and detergents. Look at the characteristics of these soaps, for example: Spunn Diamond is a high-purity soap, available in chips or powder, for high-temperature operations. Lever Formula 770 is a fine, all-purpose, spray-dried granular soap with an effective water softener and optical whitening agent. Lux Flakes is a pure, mild, unbuilt flake soap for low temperature washing of sheer, delicate fabrics and colors.

Lever Formula 880 is one of Lever's fine line of detergents. It is a spray-dried, granular, built, all-purpose synthetic with an excellent whitening agent that is stable to bleach.

All Lever industrial soaps and detergents are made with the same skill and rigorous control that goes into

the line of famous Lever soaps for home use. Scientific testing facilities at Lever's laboratories assure continuing high purity and quality in every bag and drum.

Get in touch with your Lever distributor. For the name of your nearest distributor, write to Lever Brothers today. Lever Brothers will also be glad to supply you with free sample containers of Lever formulations, so you can test and see for yourself how effectively Lever soaps and detergents can work for you.

Lever Brothers Company

390 Park Avenue,
New York 22, N. Y.



Washette ^{by} Cook

AMERICA'S LEADING OPEN-END WASHER

- HEAVY-DUTY STAINLESS STEEL CONSTRUCTION
- DEPENDABLE LOW COST PRODUCTION
- CHECK THESE FAMOUS WASHETTE FEATURES!

Dodge Friction-Free Power Transmission —
★ 2 Year Warranty!

★ Heavy-Duty Trouble-Free
Master Motor

★ Famous One-Dial Control,
★ 28 Formulas

★ Water-Gard deletes fill
end drain time for formu-
mula sequence.

★ Easy to Operate — requires
minimum maintenance.

★ Orders shipped in 48 hours on all
standard electric models.

The ONLY complete line of open
end-washers, Cabinet and Pedestal
styles, 25, 50, 75 and 100 lb.
capacities; Controls: Manual, Semi-
Automatic, Automatic; Automatic
available with supply injector.

Write for complete information and
FREE brochures.



- EXTRACTORS
- WASHERS
- TUMBLERS

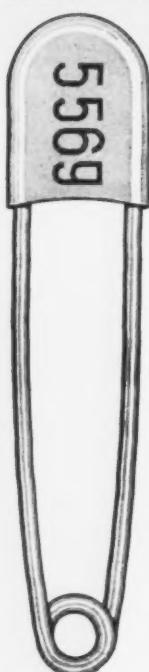
Cook Machinery Co., Inc.

4301 S. Fitzhugh Ave.

Dallas 10, Texas

NEW K-D STAINLESS STEEL Net and Marking Pins

END ROT AND CORROSION PROBLEMS



High strength stainless resists corrosion troublesome to diaper laundries and dye plants. Prevents nylon net rot at pinning areas. K-D Stainless pins are long-lived and lively! Slender (yet high strength) pin wires pass through nets and garments with minimum resistance. Send for sample!

KD BRASS PINS ARE FINEST
MADE—many sizes and styles.

ASK YOUR JOBBER FOR THESE
FINE K-D PRODUCTS

Net Pins
Marking Pins
Pin Carriers
Safety Pins, bulk
Straight Pins, bulk
Pin & tag combinations
Flag markers, colored

Shirt sorting bins
Garment Identification tags
Numbering outfits
Brass tag & rings
Garment baggers
Rack Dividers
Counter racks

THE KEYES-DAVIS COMPANY

110 — 14th Street
Battle Creek, Michigan



Timers Club, as well as past president of the Past Presidents Club.

will cover the northern California and Nevada territory from San Francisco.
Carl Schockley, a veteran of 20 years, will cover southern California and Arizona.

Keever Expands Service

The Keever Starch Company, Columbus, Ohio, has expanded its sales-service organization in the Far West.

According to R. W. Allen, sales manager of Keever, an increased staff is necessary because of increased volume in starches and sours and the addition of Jumbo Press Pads and other products to be announced.

Donald Harris, with headquarters in Seattle, will cover Oregon, Washington, Idaho, Utah, Montana and British Columbia. Mr. Harris has had six years of experience in servicing the laundry field.

George Main, with four quarters at 29-20 Eastlake Ave., years of experience in the field, Seattle, Wash.

Washex Representative

Washex Machinery Corp., Brooklyn, N. Y., has appointed Brooks & Company its additional representative in the state of Washington. The announcement was made by J. B. Dierpenbrock, Washex vice-president of sales.

Brooks & Company, under the management of Frank H. Bryant, is known in the dry-cleaning and laundry industry throughout the Northwest. The company recently moved to new

International-Metro Marks Two Milestones



Ten years after it became a chassis. According to the manufacturer, International now leads in multistop truck sales for the twentieth year.

W. C. Schumacher (left) International Harvester executive vice-president, and R. M. Buzard, vice-president of the firm's motor truck division and president of Metropolitan Body, add official approval to the company's milestone.

LCATA Old Timers Elect Officers



New officers were elected by the Laundry and Cleaners Allied Trades Association's Old Timers Club, made up of allied tradesmen with 25 or more years of service, at the recent AIL convention in Chicago. (left) of Goss-Jewett and Co., Los Angeles, the club's new president. At the right is Harlow Gaines, formerly of Huron Milling Co., retiring president.

Other newly elected officers shown here are Ernie Jewett, Procter & Gamble Distributing Co., New

York, vice-president; James J. device was installed at York Crowley, *The Guide*, Atlanta, Hospital, production has gone up from 600 sheets to 800-850 sheets per hour, using two less girls.

Franzman Reelected

Meyer M. Franzman of M. M. Franzman Co., New Haven, Conn., was reelected vice-president and member of the board of directors of Monarch Laundries, Inc., at the annual stockholders meeting held on May 19.

Sarco Milestone



One million pounds of stainless steel have now gone into the production of Sarco Thermo-Dynamic steam traps. The milestone was reached on May 5, 1958, at the Sarco factory in Bethlehem, Pa. The Thermo-Dynamic steam trap consists of only three parts, all of stainless steel.

New Firm Enters Field

D. F. S. Laundry Machine Co., 2464 Raleigh Drive, York, Pa., has been incorporated to manufacture and sell equipment for the commercial and institutional laundry. Officers are Dan D. Mazzolla, York, president; C. Hercus Just, York, secretary-treasurer, and Arnold Christen, Washington, D. C., vice-president.

The first product to be marketed will be a direct-feed-spreader attachment for the flatwork ironer, an invention of Mr. Mazzolla's. This device, tested for many months at York Hospital, consists of a series of spirally wound rolls that pull sheets and other pieces backward at the same time as they are being pulled forward into the ironer. The result is said to smooth the work exactly as if two people were pulling on it at opposite ends.

According to its manufacturer, the new Spirroll eliminates the operation of hand shaking, which requires at least two workers to prepare the sheets for the ironer. At York Hospital the sheets are fed from the extractor to the ironer without preliminary straightening. D. F. S. states that since this

device was installed at York Crowley, *The Guide*, Atlanta, Hospital, production has gone up from 600 sheets to 800-850 sheets per hour, using two less girls.

The new direct-feed spreader is driven by the ironer and requires no extra floor space. It may be installed on any make of flatwork ironer in any of the three standard widths of 100, 110 and 120 inches.

Other accessories for the laundry are being developed by the new company.

New Du Pont Laboratory

The opening of a new \$5,000,000 laboratory for providing service to customers and evaluating new or improved products of the Du Pont Company's Electrochemicals and Pigments Departments was recently announced.

Although some facilities are shared by the two departments, the building houses separate laboratories for product development in the paint, metals, textile, plastics, paper, ink and allied chemical fields.

For both departments, the laboratory provides a center for research work on customer problems, for visits of customers, development work on new products and new uses for established products and the training of field technical representatives.

The laboratory contains 81,000 square feet of floor space, including 150 separate rooms, laboratories and demonstration areas. The technically trained staff of 130 includes chemists, chemical engineers, metallurgists and other specialists.

Before the completion of the new laboratory, sales service facilities for the Electrochemicals Department were maintained at Du Pont's Niagara Falls plant, while the Pigments Department operated separate service laboratories at Newark, N. J., and Newport, Del.

Laundry Exhibit in Moscow

Romaine Fielding, president of Romaine Fielding & Associates, Los Angeles, Calif., will present an exhibit of laundry equipment at the American Trade Fair, to be held in Gorky Park in Moscow during the month of August.

Mr. Fielding will unveil his advanced model Laundramatic, a service-type automatic laundry. Mr. Fielding has already opened 180 of them in California, Arizona and Nevada, but this will be the first installation of its kind ever seen behind the Iron Curtain.

The equipment that Mr.

NEW! you get
EXTRA
PROTECTION
plus

Extra Economy with



DARNELL CASTERS



offer
every one
of these
important
advantages

- No rusting or corroding
- Non-marking
- Quieter rolling
- Will stand temperatures up to 200° F.
- High impact strength
- Resist oils, greases and most chemicals
- Wheels have beveled edges—protect floors better.

Write for circular and details

Distributors in
Principal Cities



Consult the Yellow Pages

DARNELL CORPORATION, LTD.
DOWNEY (LOS ANGELES COUNTY) CALIFORNIA
60 WALKER STREET, NEW YORK 13, NEW YORK
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

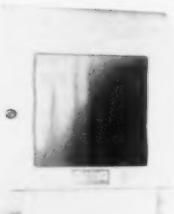
DARMAN DELUXE

The "TIME-TESTED" Cabinet

NEED MORE
VOLUME . . .

continuous towel cabinet
dispensers will give it
to you

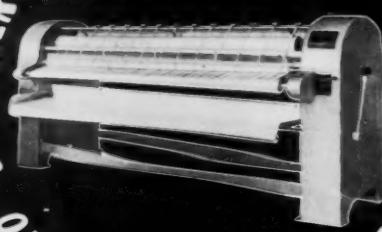
PRICE
\$24.00 EACH,
F. O. B. Utica
Immediate Delivery



DARMAN
MANUFACTURING COMPANY, INC.

1410 Lincoln Ave. Utica 4, N. Y. Tel. 4-9632

AMERICA'S MOST COMPLETE LINE OF FLATWORK IRONERS



- STEAM OR GAS HEATED • SMALL FLOOR SPACE
- QUALITY FLATWORK FINISH • REASONABLY PRICED
- 60" TO 120" LENGTHS • LOW OPERATING COSTS

Contact your jobber or write for Literature

CHICAGO DRYER COMPANY
2212 N. Pulaski Rd., Chicago 39, Ill.

Fielding will install in the 1,000 tor, four Hammond gas-fired square feet of space allotted to him consists of four Hammond stainless-steel commercial laundry washing machines, one larger washing machine, two extractors, one washer-extractor.

Pantex Appoints Ward Divisional Sales Manager



KENNETH F. WARD

Kenneth F. Ward has been appointed divisional sales manager of Pantex Manufacturing Corporation of Pawtucket, R. I. Mr. Ward was formerly a representative at the Washington, D. C., representa-

tive and institutional manager for a commercial laundry equipment manufacturer. In his new post, Mr. Ward will contact government agencies at the Federal and state levels. He will make his headquarters in Washington.

Active in the government contracts committee of the National Association of Manufacturers, Mr. Ward is also on the subcommittee on industrial mobilization of that organization.

Lewis To Travel

Philip L. Lewis, head of Philip L. Lewis Co., laundry management consultants, will make a trip to Europe in July. He will visit laundry plants in London, Paris and Copenhagen and attend the International Laundry Exhibition at the Olympia in London.

NEW PRODUCTS AND LITERATURE

Continued from page 8

cover, has a payload head room of 72 inches and a width of 78 inches.

Other features include a front crash rail, wrap-around front and rear bumper, 40 percent greater visibility, built-in dual rub rails and a heavy-gauge skirt, heavy-gauge vertical grille protectors and recessed headlights.

For literature and more complete information, contact DeKalb Commercial Body Corporation, DeKalb, Ill.

New Press Padding

N-11 Miracle Fiber, used successfully as flatwork ironer padding material, has now been adapted to press padding, according to an announcement by J. H. Osborne, sales manager for Whitehouse Nylon Products. N-11 is a new synthetic fiber recently announced by the DuPont company.

The material was first used as a flatwork iron pad. Its characteristics of extremely long wear and resiliency are rapidly broadening its application in this area, Whitehouse states.

The new semi-permanent press pad outlasts cotton or ordinary nylon padding, says the manufacturer. Special press covers are available to be used

with the new press pads, although a number of different combinations may be used.

For further details on N-11 press pads or N-11 flatwork ironer pads write to Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.

Glover Washer-Extractor



The 1958 Glover laundry washer-extractor has been improved nine ways over 1957 models, according to Bill Glover, president of Bill Glover, Inc.

The new improvements include the increasing of the cylinder diameter and the loading area by 50 percent, the 30 percent increase of the cylinder shaft size, and the reduction of floor space taken up by the new unit by 45 percent.

The washer-extractor has a solid stainless steel shell. Its high-

torque extraction motor compensates for lower voltage. Other features include dry top mounting of all electrical equipment, static and dynamically balanced cylinders and pulleys, and triple-labyrinth water seals to protect the main bearings.

The new unit is available in 50-, 100- and 200-pound capacities in semi-automatic, automatic and fully automatic models, with or without the Glover Auto-Trol.

For further information write to Bill Glover, Inc., 5204 Truman Rd., Kansas City 27, Mo.

New Conveyor System



A new conveyor system, which automatizes the handling of finished work for laundry and drycleaning establishments, has been developed by the Chainveyor Corporation, Los Angeles. Called the "Garmentveyor," it delivers cleaned and bagged garments to the call desk in a matter of seconds without manual handling.

The conveyor system utilizes numbered stations to which each garment is assigned and so noted on the customer's receipt. It is capable of handling up to 1,000 garments.

The Garmentveyor has standard 16-inch radius curves and can be routed almost anywhere to follow building layout and best utilize space. It can turn both horizontally and vertically, thus making it possible to use overhead space for storing.

Successful Garmentveyor installations like the one illustrated are reported in drycleaning and laundry establishments across the country.

For complete details write to The Chainveyor Corporation, 5168 East Washington Blvd., Los Angeles, Calif.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Automatic Change Register



A new automatic change-dispensing cash register has been designed by the National Cash Register Company.

The new cash register consists of two units—a change-computing register and an automatic coin dispenser located separately from the register.

After ringing up a sale, the salesperson or checker records the money tendered by the customer. The register computes the correct amount of change due and then causes the dispenser to release automatically the proper coins.

The coin dispenser has channels for half dollars, quarters, dimes, nickels and pennies. A warning buzzer sounds when the supply of coins is low. The dispenser will not work when any of the coin channels is empty.

The change dispensing feature can be added to NCR change-computing registers now in use.

According to Stanley C. Allyn, NCR board chairman, "With the new machine, change can be made more than twice as fast as with a conventional register."

For further information write to The National Cash Register Company, Main & K Sts., Dayton 9, Ohio.

Coin Automatic Washer



A new 20-minute-cycle automatic washer designed for coin-

Chandler BUTTON SEWER

Are you one of the few that are still sewing buttons on by hand? Would you like to try one of these time saving machines?

Write for full details



5 EXCLUSIVE ON C/L WASHERS
YEAR
GUARANTEE

on the SOLID ALLOY STEEL
C/L ONE-PIECE
STEEL TRUNNION

* One of 6 exclusive C/L features, each patented or patent pending, and each guaranteed for 5 years! At the critical spots where ordinary washers customarily break down, C/L guarantees 5 trouble-free years!

WRITE, WIRE OR PHONE FOR FULL C/L STORY

CUMMINGS - LANDAU
Laundry Machinery Co., Inc.
305-317 Ten Eyck St. Brooklyn 6, N.Y.



HYacinth 7-1616

FLUOR-O-LITE ANTICHLOR SOUR

- Helps prevent fabric damage on bleach retentive fabrics.
- Saves on fuel bills. Expels chlorine in cold water.
- Contains fluorescent dye to brighten difficult fabrics, including nylons, orlons, rayons and other synthetic fabrics.

Send for helpful free circular.

MARTENS CHEMICAL CORP.

243 Clinton Avenue, Kingston, New York

store installations has been announced by Joe Groshans, commercial sales manager of Speed Queen and Simplex.

The new washer is of the top-loading, bowl-tub agitator type. It is designed with an aerated water inlet, automatic sediment ejector, overflow rinse and Speed Queen Arc-Cuate transmission, including fluid drive.

Removal of the front panel of the washer provides access to all parts except the transmission and water mixing valve. These can be reached by taking off the back panel and cross brace.

For complete information write Commercial Department, Speed Queen and Simplex, A Division of McGraw-Edison Co., Ripon, Wis.

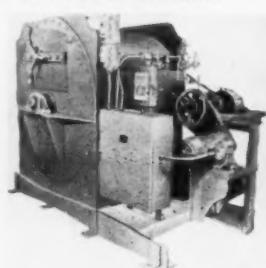
Time Savers Publications

The release of a new two-color, four-page catalog has been announced by Time Savers, Inc. It describes 12 different types of wire trucks and carriages for laundries and for drycleaners engaged in shirt laundering, as well as a variety of specialties.

The company has also issued a new price list for shirt service and drycleaners, including detailed descriptions.

Copies of the new publications may be obtained by writing Dept. AD, Time Savers Inc., 83-99 Walnut St., Montclair, N. J.

New Washer-Extractor



AA Laundry Machinery Company has introduced a new reversible washer-extractor, trademarked The Workhorse.

The Workhorse comes in three sizes, 75 pounds, 150 pounds and 220 pounds. The models are manual or automatic.

The machine features a reversible motor, heavy-duty air brakes and air clutch, standard component parts and simplicity of design.

The machine comes with easy-to-follow hook-up instructions. According to the manufacturer, the average mechanic

or electrician can install and service The Workhorse because of its simplified construction.

All machines are furnished with 6-inch welded foundation frames. They come complete with eight 1 1/4-inch anchor bolts which can be set in 12 to 18 inches of concrete.

For further information write to AA Laundry Machinery Company, 1110-12 S. Kedzie Ave., Chicago 12, Ill.

New Barker Net Pin

A new 5-inch net pin has been made available by the Barker Manufacturing Company. Called the 5-Inch B-S Pin, it has a brass head and stainless-steel wire and is claimed by the manufacturer to be the strongest net pin made.

The stainless-steel wire is said to be so strong that it was necessary to design a larger coil of the pin in order to make it limber enough for an operator to open as easily as a new brass pin.

The manufacturer states that two complete plant installations have been testing the pin for over a year, with the plant-owner reporting he does not have a single bent pin in either of his plants.

The B-S Pin has a tapered ball point and is made of a smaller diameter of wire than regular 5-inch brass pins, so that it is more suitable for nylon nets.

The raised numbers, furnished by the manufacturer, are said to be the largest in the industry. Both 6's and 9's are underlined.

For further information write to the Barker Manufacturing Company, 730-736 E. Michigan Ave., Battle Creek, Mich.

New Corrosion-Proof Surface

A new scratchproof, corrosion-proof ironing surface that is said to be as light as aluminum.

FOR SALE AT BARGAIN PRICES!

1—8 Roll & 1—6 Roll Super 120" rebuilt late type Ironers

1—2 Roll American 120" Ironer

1—Troy 120" Two Lane Folding machine

1—Ajax & Prosperity Cabinet One Lay Sleever

2—42 x 84" American Norwood 2 pocket stainless motor driven Washers

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num yet more rugged than steel has been designed by the Automatic Steam Products Corp. for use on its Aquasteam Iron.

Called "Hard Kote," the surface is a recent scientific process developed and patented by Alcoa. According to its manufacturer, the improved Aquasteam Iron is the only U. L. approved industrial steam iron that provides fast, troublefree steam without a boiler.

For further information write to Automatic Steam Products Corp., 140 W. 31st St., New York, N. Y.

New Pin Straightener

A laundry pin straightener, called the Pin-Fix Plier, has been introduced by Savon Supplies Inc.

The Pin-Fix Plier is said to reclaim bent pins with cocked heads, crimped jaws, bent points, etc., "on the spot" so that the operator does not have to leave his immediate working area. The Pin-Fix Plier is made of hardware steel for durability.

For further details write to Savon Supplies Inc., 86-15 Elmhurst Ave., Elmhurst 73, N. Y.

New Portable Register

A new portable register designed to provide positive forms control and alignment from the start to the finish of a recording operation is now being marketed by the Standard Register Company.

The "Model 8000" is said to be the only portable register that gives full-time pinfeed forms control and full-length form ejection. The unit comes in three forms sizes and five colors. It is of lightweight steel and aluminum construction which gives it complete portability, states its manufacturer.

For further information write to The Standard Register Company, 3005 Campbell St., Dayton 1, Ohio.

BULLDOG LINE

Metal Press Pads

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- METAL PRESS PADS
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- BULLDOG NYLON PRESS COVERS
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RED BANK NEW JERSEY

"ALL
BAR-KEY ORDERS . . . LARGE
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730 East Michigan Ave. - Phone WO 4-9661
Battle Creek, Michigan

You wouldn't have half a roof on
your laundry, so why use a Wax
Lubricant that does only half a job
on your ironers?

SPRA MINIATURE BEADS OF WAX

are hydrogenated to do a complete job
on your ironers. Order through your sup-
ply house.

VICTOR ZOOZ CHEMICAL CO.

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Philadelphia 22, Pa.

Convention Calendar

West Virginia Launderers & Dry Cleaners Association

Daniel Boone Hotel, Charles-
ton, West Virginia, June 20-
21, 1958

Mid-West Cleaners and Launderers (Missouri and Kansas Associations)

President Hotel, Kansas City,
Missouri, June 26-28, 1958

Florida Institute of Laundering & Cleaning

Hotel Fontainebleau, Miami
Beach, Florida, June 27-29,
1958

Southeastern Linen Supply Association

Castle of the Clouds, Lookout
Mountain, Chattanooga, Ten-
nessee, June 28-29, 1958

Laundry, Dry Cleaning and Allied Trades' Exhibition

Olympia, London, England,
July 17-26, 1958

Virginia Association of Launderers and Cleaners

Hotel Roanoke, Roanoke, Vir-
ginia, August 17-19, 1958

New York State Launderers and Cleaners Association, Inc.

Concord Hotel, Kiamasha
Lake, New York, September
11-14, 1958

Institute of Industrial Research

Shoreham Hotel, Washington,
D. C., October 22-25, 1958

Indiana Dry Cleaning and Laundry Institute

Severin Hotel, Indianapolis,
Indiana, November 13-16.

family after the first World War. He joined Cowles in 1944 and for the next four years covered the territory from Salt Lake City, Utah, west to Portland, Oregon. From 1948 to 1953 he operated Troy Laundry, Pendleton, Oregon, and returned to Cowles in 1953. Before coming with Cowles, Mr. Gallstead had been superintendent of a laundry and had sold both laundry machinery and laundry supplies for some of the leading companies in the industry. Surviving are his wife and two daughters.

Benjamin Addison, 74, operator of Rainbow Laundry, Chicago, Illinois, until his retirement in 1943, died recently. He had previously owned and operated the Strand-Standard Laundry, now out of business. Surviving are his wife, three daughters and two sons.

Alfred J. Miller, Jr., 57, president and general manager of Wausau (Wisconsin) Laundry and Cleaners Company, died recently. Mr. Miller had been head of the firm since 1943, when he succeeded his father, the late Alfred J. Miller, Sr., founder of the establishment. He was a former president and director of the Wisconsin Institute of Laundering and a member of the Rotary Club, Elks Lodge, Knights of Columbus and Chamber of Commerce. Surviving are his wife and mother.

Robert A. Parnell, of the Charlesbank Laundry, Cambridge, Massachusetts, died recently. Mr. Parnell is survived by his wife, two sons and daughter.

Arthur E. Ricketts, 53, president of Kwik Kleen Laundry Corporation, and secretary and production manager of Sweet Kleen Laundry & Dry Cleaners of Buffalo, New York, died April 28. Mr. Ricketts had been affiliated with Sweet Kleen since 1929. He was a graduate of the University of Illinois, and was a member of the Williamsville Laundry Club, Rotary Club, Scalp & Blade, Inc., and a charter member of the Buffalo Exchange Club. Surviving are his wife and two sons.

Obituaries

Edward Jay Gallstead, 52, representative for Cowles Chemical Company of Cleveland, Ohio, in southern California and Arizona, died May 18 at his home in Long Beach. Mr. Gallstead was born in Stockholm, Sweden, and he moved to this country with his



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national publicity

DETAILS ON PAGE 51

HIGH SPEED EXTRACTORS

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- COIN OPERATED FOR UNATTENDED STORES

BOCK WORK CENTER—WASHER AND EXTRACTOR

See your Laundry Machinery Dealer

BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS

ANOTHER FIRST
FOR
PILGRIM RESEARCH

More on Wash-and-Wear

1-N.A.S.J.S.M. Draws Up Standards

THE NATIONAL ASSOCIATION of Shirt, Pajama & Sportswear Manufacturers recently released a set of Standards and Specifications for Men's and Boys' All-Cotton "Wash-and-Wear" dress shirts, sport shirts, pajamas, shorts and lighter-weight sportswear.

The Standards and Specifications were officially adopted by the Association's board of directors March 4, 1958. They are intended (1) as a rule and guide in the purchase of fabrics, (2) to present the elements of allowable representation or claim as to performance, and (3) to serve as a deterrent of exaggeration or misrepresentation in sales and advertising, etc., to the retailer and the consumer.

This is regarded as the first such pronouncement by any trade group in the apparel or textile industry. And is considered a step forward in the general development of wash-and-wear garments and the solution of their accompanying problems.

As it now stands, however, the Standards represent only a general statement to the trade of the basic requirements of all-cotton wash-and-wear fabrics and garments, the different classifications, and the gradations of rating within each group. In the next step, they will be supplemented by specific test methods which will be incorporated as part of these standards.

The Association's Wash-and-Wear Committee met or consulted with many of the leading technicians in the textile and finishing industries, as well as groups representing retailers, laundries, and the consumer. And as ultimately compiled and for the purposes stated, these initial standards were approved as acceptable.

Under the classification of "Manufacturer's Claim," the Standards state that the following are the only three all-cotton wash-and-wear representations that can be made:

1. "Never Needs Ironing"—Garments so labeled never need ironing throughout their wearable life and must receive a numerical rating of 5.

2. "Wear Without Ironing. Touch-up If Preferred"—Garments so labeled

can be worn without ironing, but may be touched up if desired and must receive a numerical rating of 4.

3. "Needs Little or No Ironing"—Garments so labeled may be worn without ironing, but ordinarily should be lightly ironed after laundering and must receive a numerical rating of 3.

The numerical ratings referred to are based on the method developed by Good Housekeeping magazine. After five consecutive launderings and dryings each garment is evaluated under standard lighting conditions by a panel of three persons and assigned a numerical rating from 1 (poor) to 5 (excellent). No garment receiving a rating of less than 3 is acceptable as a wash-and-wear garment.

2-Good Housekeeping Features Wash-and-Wear

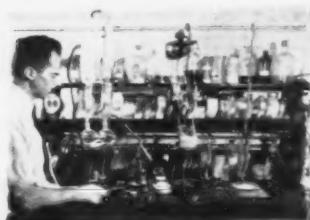
THE MAY ISSUE of Good Housekeeping magazine carries a 16-page spread on the wash-and-wear trend.

Besides illustrating the latest wash-and-wear fashions, the publication also tells what wash-and-wear is as well as what it isn't. Here are some of the observations made:

"Wash-and-Wear, in spite of what some labels and advertisements say, does not always completely and absolutely eliminate ironing. On the basis of hundreds of tests made . . . it is our experience and conviction that most Wash-and-Wear garments need some touch-up pressing. How much touch-up depends on the fabric, on the garment, on the laundering method, and on how fussy one is about always appearing immaculate."

Good Housekeeping admits that wash-and-wear is not cheap but that it is better than ever.

"The one threat to the success of Wash-and-Wear," GH goes on to say, "is a lack of consistency in quality. Some irresponsible manufacturers use too little synthetic fiber in a blend, apply cheaper finishes and dyes to cottons and rayons, economize on shoulder pads, zippers, snap fasteners, tape, thread, linings, belts and buttons—all critical parts of a Wash-and-Wear garment. . . ."



FROM THIS LABORATORY COME THE FORMULAS WHICH CLEANSE AND MAINTAIN THE BEAUTY AND USEFULNESS OF YOUR FINEST MATERIALS

Many laundries, like Pilgrim Laundry of Brooklyn, N.Y., are distributing own leaflets and mimeograph sheets explaining wash-and-wear problems to their customers and salespeople

3-A.I.L. Prepares Educational Campaign

ANTICIPATING the fact that an estimated 75 percent of washable cottons for summer and fall will be resin-finished, the American Institute of Laundering is currently contacting the secretaries of state and local laundry associations to tell them about its new wash-and-wear campaign.

It's an educational campaign aimed at customers, retailers and other community contacts, giving them facts about wash-and-wear and, at the same time, promoting professional laundry service. Its purpose is threefold: (1) points out defects of inferior wash-and-wear; (2) promotes professional laundry service for all washables; (3) educates customers to buy fully laundrable garments that carry the Certified Washable Seal.

Campaign material consists of bundle inserts, large and small newspaper ad mats, radio announcements and news releases.

ALL advises that this Wash-and-Wear Campaign material can and should be used continually this spring and summer when wash-and-wear is bought and worn most. Repeated again and again, the material will have cumulative impact and leave lasting impressions leading to better public understanding of the wash-and-wear limitations.

Substantial discounts on quantity purchases are offered if members of associations order as a group. □□

CLASSIFIED DEPARTMENT

10c a word for the first insertion and 8c a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion, 10c a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5c a word for first insertion, 4c a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the months. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

FOR SALE commercial and domestic laundry on West Coast. Present volume will gross \$200,000 plus annually and growing. My reason for selling is to retire. **ADDRESS:** Box 1738, STARCHROOM LAUNDRY JOURNAL.

LAUNDRY AND SOLVENT DRYCLEANING PLANT IN TOWN 5,000 POPULATION, COLORADO MTS. \$8,000 CASH DOWN. BUYER AS-SUME \$12,000 BALANCE ON EASY TERMS. **ADDRESS:** Box 1766, STARCHROOM LAUNDRY JOURNAL.

PALMA DE MALLORCA, SPAIN—Four years ago I established a modern odorless laundry and drycleaning plant here because one was very much needed, and could not miss, and yet I knew nothing about the business. I have been absent 15 months, and they did \$30,000 gross—and so were their expenses. Four years ago there were four flights a week to this city, and now there are over 55 flights each day, all loaded, so the possibilities are unlimited for a person that can take this business over and stay here. If you are interested, write me, I am here now. Nelson B. Cramer, Lavanderia Americana, Plaza Olivar 20, Palma de Mallorca, Spain. (Please write air mail.)

1773-2

Modern well-established laundry and drycleaning plant, located in east central West Virginia. The only laundry in a town of ten thousand population. Real opportunity for younger men interested in a business of their own. Terms reasonable. Elkins Laundry and Dry Cleaning, Inc., Elkins, West Virginia.

1782-2

For rent, sale or we'll merge with you. We have an up-to-date new rug cleaning plant located in Newark, N. J. Latest new labor-saving equipment—set up efficiently for large volume with little labor cost. What have you to offer? **ADDRESS:** Box 1783, STARCHROOM LAUNDRY JOURNAL.

1793-2

DRIVE-IN DRYCLEANING PLANT with three routes. Located in depression-proof metropolitan Washington, D. C. 36.7% **OVER-ALL PAYROLL** in April. **VOLUME 29%** AHEAD of last April. I am willing to give up this growing business because I want to retire. This is the best opportunity you will ever get. Come and work here for a while—talk to our customers—then make up your mind. \$20,000 down. \$130,000 annual volume. Reply: W. I. Peeler, 6502 Queens Chapel Road, University Park, Maryland.

1793-2

LINEN SUPPLY, COMMERCIAL LAUNDRY PLANT and property. Located in Toronto, Canada. Volume \$200,000, price \$400,000. **ADDRESS:** Box 1814, STARCHROOM LAUNDRY JOURNAL.

1793-2

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance. 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington.

201-27

CONSULTANTS

Surveys of complete plants, of single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel: Eldorado 5-1353.

1612-25

MANUFACTURERS REPRESENTATIVES

Soft-sell—hard-working manufacturers' representative with excellent jobbers relations wants one more major line to promote teeming North-east area. Now representing three top companies in the field. (No gimmicks or equipment, please.) **ADDRESS:** Box 1764, STARCHROOM LAUNDRY JOURNAL.

19

HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY. Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, N. J.

1672-7

DESIRE AMBITIOUS, SOBER, CAPABLE MAN TO BECOME ACTIVE WORKING PARTNER IN A NEWLY REMODELED MEDIUM-SIZED CLEANING AND LAUNDRY PLANT. MUST HAVE CAPITAL TO INVEST AND EXPERIENCE IN MANAGING AND TRAINING PERSONNEL. A.I.L. GRADUATE PREFERRED. REFERENCES AND PICTURE DESIRED. ADDRESS: Box 1801, STARCHROOM LAUNDRY JOURNAL.

17

SITUATIONS WANTED

EXECUTIVE-TYPE MANAGER. EXCELLENT RECORD FOR EFFICIENT, PROFITABLE OPERATION. KNOWLEDGE OF ALL PHASES LAUNDRY, DRYCLEANING, LINEN SUPPLY AND DIAPER SERVICE. SALARY AND BONUS BASED ON RESULTS. **ADDRESS:** Box 1743, STARCHROOM LAUNDRY JOURNAL.

5

Plant manager or superintendent, 20 years experience. All phases family, industrial or linen supply. 43 years old. Production, methods and analysis specialist. **ADDRESS:** Box 1757, STARCHROOM LAUNDRY JOURNAL.

5

FAMILY LAUNDRY AND LINEN SUPPLY LAUNDRY MANAGER. 23 years of successful background in this industry. Working knowledge of plant production. Wage incentives. Plant maintenance and layout. Personnel and labor relations. Tops in references. Salary and bonus on results. **ADDRESS:** Box 1798, STARCHROOM LAUNDRY JOURNAL.

5

MINT, the only licensed and bonded employment agency specializing in the placement of personnel in the **LAUNDRY** and **DRYCLEANING** industry exclusively, **IS** now expanding its services nationally. At the head of this organization is Mr. A. Mintz, BS, MBA, who has been general manager, plant manager and chief industrial engineer with some of the largest plants in the East. **THERE IS NO CHARGE TO EMPLOYERS** for our services. If you need managers, superintendents, routemen, engineers or foremen, list your requirements with **MINT PERSONNEL SPECIALISTS**, 111 West 42nd Street, New York 36, N. Y. L'Onagre 3-0820.

1812-5

BUSINESS SERVICE

Double-breasted suit coats made single. \$9.95 wholesale. By mail. Tailoring, any kind. Also instructions. Talis & Company, 11 Pleasant St., Worcester, Mass.

1744-10

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa.

654-13

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men, full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J.

1228-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass.

3240-36

MERCHANDISE FOR SALE

LAUNDRY LISTS— $3\frac{1}{4} \times 9"$ —\$1.50 per 1,000 in 15,000 lots. White 16 lb. bond. Park Printing, 1323 Pennsylvania Avenue, Pittsburgh 33, Pa.

1799-45

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON NETS, \$13.50 PER DOZEN, FINEST QUALITY. SUPPLY LIMITED. L. S. SUPPLY COMPANY, 211-57 18th Avenue, Bayside 60, New York.

1800-45

MACHINERY FOR SALE

TWINRAPID ROTARY PRESS UNIT, consisting of: 51" TAPERED AS WELL AS MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1118-4

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

TROY and AMERICAN LATE-TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 34", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6681-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEED. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN. 38 x 48", 38 x 38", 34 x 34", 34 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

34 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

AMERICAN and TROY 26" and 38" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 15" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISSELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE and UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 31" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

FIVE 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 28" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

2-ROLL 100", 110" and 130" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YORE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

Leaf Leggers and Pocketeers. Equal to new. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1536-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

Hoffman model XC05, XC056 and XW12 presses, Cissell puffers, Cissell, cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1539-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

5 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. Special price \$225 each. ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. 4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1167-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4

MR. LAUNDRY EXECUTIVE: OFFERING, ADDING OR EXPANDING A DRYCLEANING SERVICE?

If you now offer, or plan to add or expand a dry-cleaning service—you need

NATIONAL CLEANER & DYER

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Automatically, it will
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Starchroom LAUNDRY JOURNAL

305 E. 45th Street
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OREGON 9-4000

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For space reservations and
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In The Wash . . .

Aussie Joins Parade

To the Editor:

Have just received your March issue and I think your "Parade of Progress" Contest is great.

Here in Sydney with a population of just on two millions, we have a very active Institute of Launderers and moreover are very friendly. We arrange regular talks and plant visits, and though we are members (my plant, that is) of the American Institute and get all mailed matter, we do find many things in our brother plants which are of interest and value. Also, if some plants show that they are surging ahead, it gives the weaker ones courage, showing that it can be done.

Certainly, I'll enter the contest. Don't guess I'll win, but something might be of value to somebody. Maybe going over what we have done, I'll think of something we haven't.

RON SCHLEIEMANN
Manager, The Parisian Laundry
Sydney, Australia

Sold on Our Contest

To the Editor:

I think your STARCHROOM LAUNDRY JOURNAL's Parade of Progress Contest is about the smartest thing that has happened to the laundry trade, in general, in years. It will not only show good fellowship but will be of great help to the laundry operators who just cannot seem to be able to find the time to get around to seeing what PROGRESS the laundries have been making during the past decade. And today it is the survival of the fittest.

I do not know if my past laundry experience will be of any help to your readers but I am going to enter your Contest, anyway, even if it just supports your good intention and with the possibility that I might have the honour of winning even one of your smallest prizes.

JACK & AL PECOSKY
Stork Diaper Service Ltd.
Toronto, Canada

Thank you for your moral support and your entry.—EDITOR

Happy Thought

To the Editor:

If Royce-Superior Laundry ever decides to put a third dummy to work in their safety program (See "How To

Promote Safety Consciousness," STARCHROOM, April 1958) may I suggest that they name the offspring "Hap" Hazard.

D. J.
Chicago, Ill.

Needs Spare Parts

To the Editor:

Can you tell us who makes the Industrial Speedway washer? We have two of these washers which we bought as Navy surplus in 1946 and we need some parts. We will appreciate any information you might give us.

W. M. REGEN
Modern Laundry
Lebanon, Tenn.

On its way.—EDITOR

X-Ray Stains

To the Editor:

Re: Valentine Laundry's problem with X-ray fluid. The AIL issued a bulletin some time ago which might be helpful. Some of the companies making X-ray fluids have also come out with stain-removal kits.

L. G.
San Francisco, Calif.

See American Institute of Laundering's Textile Notes No. 14. Members can obtain copies for nominal charge by writing to AIL's Membership Department, Joliet, Illinois.—EDITOR

Needs a Plan

To the Editor:

We operate a small laundry . . .

We have been operating for the past two or three months without supervision, since I have another business taking my full time. Our previous manager operated on strictly a salary basis, which proved very unsatisfactory. I have another very capable manager who is interested in coming

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor
Starchroom Laundry Journal
305 East 45th Street
New York 17, N. Y.

with us, and I would like to make him a proposition that would be equitable to us both in the form of some type of incentive or profit-sharing plan.

I am writing to see if you have information available that would be useful to me in working out a proposition that would be equitable to us both. I would appreciate any information that you may be able to send me in this regard. Thank you very much.

C. D. DEL PLAIN
Affiliated Stores Corporation
Binghamton, N. Y.

We're delighted to help in whatever way we can.—EDITOR

Convention Dates

To the Editor:

What's the time and place of the international laundry show in Europe this year?

C. C.
Dallas, Tex.

See "Convention Calendar." Laundry, Dry Cleaning and Allied Trades' Exhibition, Olympia, London, England, July 17-26.—EDITOR

Red Tag Special

To the Editor:

Please rush 100 reprints of your article: "Coin Stores: The Professional Viewpoint," STARCHROOM LAUNDRY JOURNAL issue May 1958. We also wish to purchase copies of the magazine for 24 people. Story very accurately described; no corrections to be made. Suggestions for local publicity will be appreciated.

CHARLES J. DUPONT
Red Tag Laundry and Dry Cleaners
Norwich, Connecticut

We are most happy to cooperate.
—EDITOR

Tumbler Dilemma

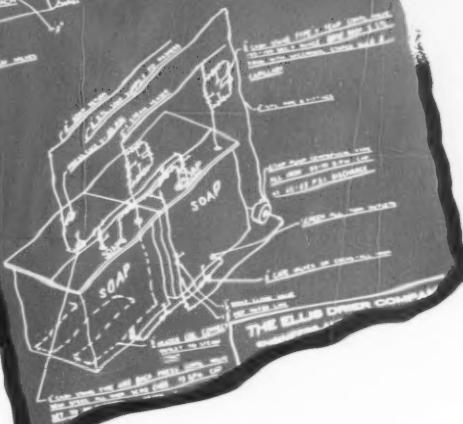
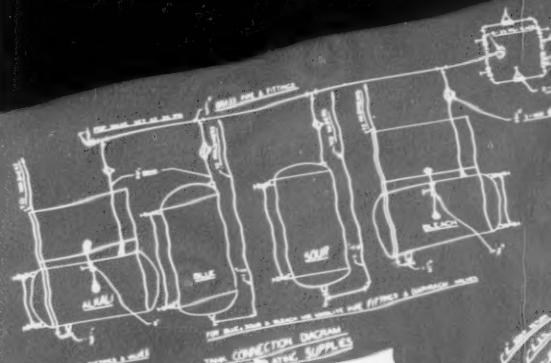
To the Editor:

What is the correct ratio of washers to driers in a coin-operated laundry setup?

B. A. C.
Brooklyn, N. Y.

Some say 2 to 1, others 3 to 1. A plant we wrote up recently operated with twelve 8-pound washers and two 40-pound tumblers.—EDITOR

EXTRA WASHROOM ECONOMIES shown by **ELLIS Equipment**



ELLIS 54 x 108 Full Automatic Unloading Type Washer ... with Central Supply System shown in diagram

Edgewater Laundry Co.

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November 20, 1957

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After taking into consideration price increases we compared 1955 costs with 1957, using the first eleven periods of each year.

The items we used in this comparison were:

- Wash Water - Soap - Soda - Bleach
- Sour Water - Salt and Fuel

per 100 pounds comparing the total combined costs for these items we find that we are saving approximately 10¢ per 100 pounds.

Needless to say we were very pleased with this.

Very truly yours,
Edgewater Laundry Co.
Hector J. Kriegh

Besides the consistent savings in washing supplies, as shown in this letter, there are other big production economies assured by ELLIS full automatic type Unloading Washers with Central Supply System.—

Faster loading and unloading

More washer loads per day

Minimum man-hours per machine

Low maintenance and operating costs

Uniform high quality work

Under today's competitive conditions, you need this modern type ELLIS Full Automatic Unloading Washer with Central Supply System to help maintain your profits ... and be able to expand your plant capacity at least expense.

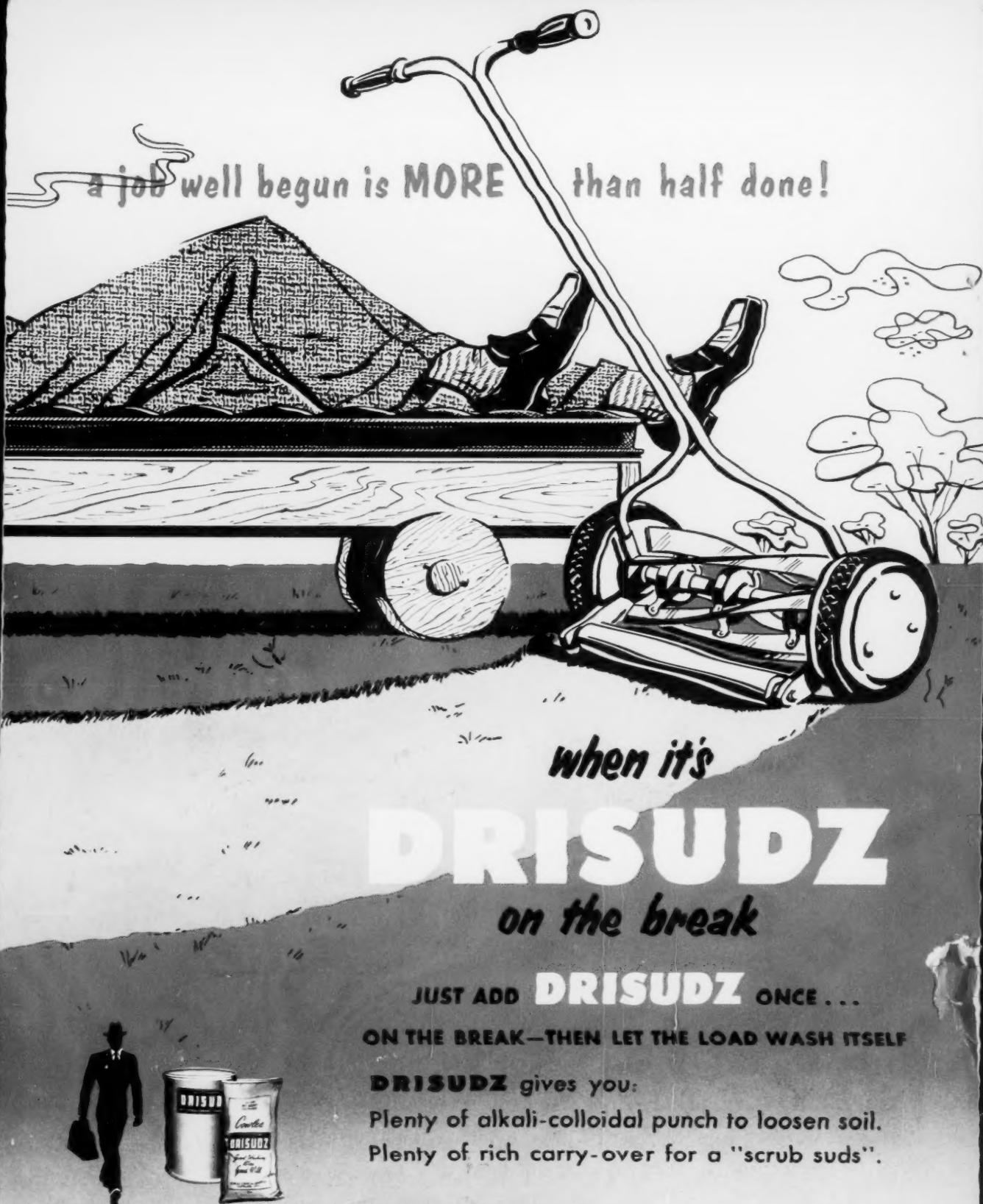
Ellis equipment is designed to fit the layout of large or small plants. Tell us your requirements.

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